

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 9, 1986

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	38.0	32,640
2	YOU AGAIN? THURSDAY(S)	34.7	29,810
3	FAMILY TIES#	33.4	28,690
4	SPECIAL MOVIE PRSNT-MON(S)	25.6	21,990
5	MURDER, SHE WROTE	25.1	21,560
6	CHEERS	24.9	21,390
7	60 MINUTES	24.0	20,620
8	GOLDEN GIRLS	23.6	20,270
9	NIGHT COURT	22.0	18,900
10	VALERIE#	21.3	18,300
11	DYNASTY	20.9	17,950
12	DALLAS	20.7	17,780
13	CBS SUNDAY NIGHT MOVIE	20.5	17,610
13	HIGHWAY TO HEAVEN	20.5	17,610
13	WHO'S THE BOSS?	20.5	17,610
16	GRAMMY AWARDS(S)	20.3	17,440
16	KATE & ALLIE	20.3	17,440
16	MIAMI VICE	20.3	17,440
16	MOONLIGHTING#	20.3	17,440

TOTAL PERSONS (2+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	31.0	69,490
2	YOU AGAIN? THURSDAY(S)	27.7	62,130
3	FAMILY TIES#	25.7	57,680
4	CHEERS	17.3	38,830
5	GOLDEN GIRLS	16.6	37,230
6	MURDER, SHE WROTE	15.7	35,250
7	SPECIAL MOVIE PRSNT-MON(S)	15.5	34,850
8	NIGHT COURT	15.2	34,100
9	WHO'S THE BOSS?	15.1	33,850
10	HIGHWAY TO HEAVEN	15.1	33,780
11	VALERIE-SATURDAY(S)	14.4	32,230
12	GROWING PAINS	14.3	32,180
13	FAMILY TIES SPECIAL(S)	14.2	31,860
14	60 MINUTES	14.0	31,360
15	NBC MONDAY NIGHT MOVIES	13.7	30,860
16	NBC SUNDAY NIGHT MOVIE	13.7	30,830
17	MOONLIGHTING#	13.6	30,630
18	GRAMMY AWARDS(S)	13.5	30,400
19	VALERIE#	13.5	30,390
20	KATE & ALLIE	13.3	29,940

WOMEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	32.4	29,020
2	YOU AGAIN? THURSDAY(S)	31.0	27,720
3	FAMILY TIES#	28.6	25,610
4	SPECIAL MOVIE PRSNT-MON(S)	22.2	19,910
5	MURDER, SHE WROTE	21.4	19,160
6	DALLAS	19.5	17,460
7	DYNASTY	19.5	17,450
8	GOLDEN GIRLS	19.4	17,360
9	60 MINUTES	19.1	17,080
10	CHEERS	18.8	16,860
11	HIGHWAY TO HEAVEN	18.0	16,110
12	KATE & ALLIE	18.0	16,100
13	WHO'S THE BOSS?	18.0	16,090
14	VALERIE#	17.5	15,670
15	CBS SUNDAY NIGHT MOVIE	17.1	15,330
16	NEWHART	17.1	15,290
17	GROWING PAINS	17.0	15,260

MEN (18+)		AUDIENCES	
RANK	PROGRAM	% U.S.	NO. (000)
1	BILL COSBY SHOW	24.5	19,760
2	YOU AGAIN? THURSDAY(S)	21.0	17,000
3	FAMILY TIES#	18.7	15,130
4	CHEERS	16.7	13,520
5	60 MINUTES	16.2	13,120
6	SPECIAL MOVIE PRSNT-MON(S)	15.9	12,840
7	NIGHT COURT	15.8	12,760
8	MURDER, SHE WROTE	15.6	12,640
9	NBC SUNDAY NIGHT MOVIE	15.2	12,290
10	GOLDEN GIRLS	13.9	11,240
11	HIGHWAY TO HEAVEN	13.5	10,900
12	MIAMI VICE	13.1	10,560
13	FAMILY TIES SPECIAL(S)	12.9	10,430
14	HILL STREET BLUES	12.8	10,380
15	CBS SUNDAY NIGHT MOVIE	12.7	10,230
16	GRAMMY AWARDS(S)	11.8	9,510
17	DALLAS	11.7	9,460
18	ALFRED HITCHCOCK-SATURDAY(S)	11.6	9,410
19	WHO'S THE BOSS?	11.5	9,290
20	AMAZING STORIES	11.4	9,240

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 9, 1986

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	32.7	18,470
2	YOU AGAIN? THURSDAY(S)	31.1	17,550
3	FAMILY TIES#	29.6	16,750
4	CHEERS	19.8	11,190
5	DYNASTY	19.4	10,970
6	SPECIAL MOVIE PRSNT-MON(S)	19.0	10,730
7	GROWING PAINS	18.8	10,630
8	WHO'S THE BOSS?	18.5	10,440
9	MOONLIGHTING#	18.4	10,400
10	NIGHT COURT	18.2	10,260
11	MIAMI VICE	17.9	10,110
12	VALERIE#	17.5	9,870
13	KATE & ALLIE	17.0	9,580
14	FAMILY TIES SPECIAL(S)	16.6	9,370
15	GRAMMY AWARDS(S)	16.5	9,320
16	NEWHART	16.4	9,250
17	DALLAS	16.0	9,060
18	GOLDEN GIRLS	15.9	8,970
18	HILL STREET BLUES	15.9	8,970

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	35.7	9,810
2	60 MINUTES	32.5	8,930
3	BILL COSBY SHOW	30.7	8,420
4	YOU AGAIN? THURSDAY(S)	29.8	8,180
5	SPECIAL MOVIE PRSNT-MON(S)	27.7	7,600
6	GOLDEN GIRLS	26.7	7,340
7	DALLAS	26.1	7,160
8	HIGHWAY TO HEAVEN	25.6	7,040
9	CBS SUNDAY NIGHT MOVIE	24.6	6,750
10	FAMILY TIES#	24.1	6,620
11	FALCON CREST	23.8	6,480
12	227#	21.8	5,980
13	HOTEL	19.9	5,450
14	DYNASTY	19.4	5,330
14	VALERIE-SATURDAY(S)	19.4	5,330
16	KATE & ALLIE	19.2	5,270
17	DYNASTY II: COLBYS	18.9	5,200
18	MR. BELVEDERE	18.5	5,070

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	25.5	13,980
2	YOU AGAIN? THURSDAY(S)	22.7	12,460
3	FAMILY TIES#	20.0	10,990
4	CHEERS	19.3	10,610
5	NIGHT COURT	18.6	10,200
6	NBC SUNDAY NIGHT MOVIE	16.1	8,830
7	FAMILY TIES SPECIAL(S)	16.0	8,800
8	MIAMI VICE	14.1	7,710
9	AMAZING STORIES	14.0	7,670
10	HILL STREET BLUES	13.9	7,650
11	GRAMMY AWARDS(S)	12.7	6,970
12	SPECIAL MOVIE PRSNT-MON(S)	12.1	6,660
13	ALFRED HITCHCOCK PRESENTS#	11.9	6,540
14	GOLDEN GIRLS	11.9	6,510
15	MOONLIGHTING#	11.3	6,190
16	ABC SUNDAY NIGHT MOVIE	11.2	6,120
17	60 MINUTES	11.0	6,020
18	ALFRED HITCHCOCK-SATURDAY(S)	10.8	5,940
19	WHO'S THE BOSS?	10.8	5,920
20	NEWHART	10.7	5,880

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.5	6,130
2	MURDER, SHE WROTE	28.0	5,810
3	SPECIAL MOVIE PRSNT-MON(S)	25.1	5,220
4	BILL COSBY SHOW	22.8	4,730
5	HIGHWAY TO HEAVEN	20.2	4,190
6	GOLDEN GIRLS	20.1	4,170
7	DALLAS	19.8	4,110
8	CBS SUNDAY NIGHT MOVIE	18.8	3,900
9	FAMILY TIES#	17.8	3,690
10	YOU AGAIN? THURSDAY(S)	16.7	3,460
11	227#	15.6	3,240
12	A TEAM	15.0	3,110
13	FALCON CREST	14.9	3,100
14	HOTEL	14.4	2,990
15	CBS EVENING NEWS-RATHER	14.3	2,970
15	HARDCASTLE & MCCORMICK	14.3	2,970
17	NBC NIGHTLY NEWS	14.1	2,920

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1986 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
								WOMEN												TEENS (12-17)		CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																											
CRAZY LIKE A FOX																											
1	WED.	9.05P	60	CBS	PD	99	89	A	11.4	17	979	1450	625 249	728 151	293 316	291 392	525 158	288 254	232 228	76^ 47^	121^ 76^						
2	WED.	9.00P	60					B	12.9	19	1108	1488	681 265	764 166	361 370	381 357	540 135	267 262	277 244	85 47	99 69						
		9.00 - 9.30						A	10.4	16	893	1479	603 240	711 136^	287 297	284 392	531 176	301 238	214 230	90^ 51^	147^ 78^						
		9.30 - 10.00						A	12.2	18	1048	1409	633 250	734 158	296 325	286 395	513 144	278 261	238 224	61^ 43^	101^ 74^						
DALLAS																											
	FRI.	9.00P	60	CBS	GD	99	97	A	20.7	33	1778	1639	897 363	982 275	508 490	436 403	531 153	267 283	221 231	36^ 25^	90 63^						
		9.00 - 9.30						B	22.2	35	1907	1634	868 343	945 270	490 456	431 396	515 164	268 270	219 214	70 38	104 70						
		9.30 - 10.00						A	20.0	32	1718	1640	889 367	981 284	505 484	424 404	535 149	261 284	218 238	33^ 22^	91 70^						
								A	21.3	34	1830	1640	907 361	985 269	515 497	447 403	529 156	273 284	223 225	40^ 27^	86 54^						
DIFFERENT STROKES																											
	FRI.	9.00P	30	ABC	CS	92	93	A	10.6	17	911	1969	700 309	786 250	498 479	370 242	548 223	396 285	258 109^	124^ 81^	511 334						
								B	11.5	18	988	1821	670 285	766 278	459 412	319 260	460 153	289 277	234 138	211 141	384 269						
DISNEY SUNDAY MOVIE																											
	SUN.	7.00P	120	ABC	FF	99	99	A	13.3	20	1142	2336	756 311	822 353	582 551	345 203	654 257	470 435	339 142	269 178	591 420						
		7.00 - 7.30						B	14.7	22	1263	2280	748 331	844 367	602 545	363 194	629 246	458 435	317 139	253 151	554 369						
		7.30 - 8.00						A	11.5	19	988	2202	748 252	800 313	538 528	352 212	623 242	443 410	326 136^	211 152	568 376						
		8.00 - 8.30						A	13.2	20	1134	2277	747 275	804 332	546 524	340 214	640 251	460 438	335 136	239 160	594 398						
		8.30 - 9.00						A	13.7	20	1177	2403	752 337	829 379	600 563	329 197	678 262	491 449	356 147	291 186	605 446						
								A	14.7	21	1263	2444	780 364	855 376	633 587	364 195	674 268	479 435	340 154	324 206	591 444						
DYNASTY																											
	WED.	9.00P	60	ABC	GD	99	98	A	20.9	31	1795	1628	888 409	972 376	611 547	415 296	465 184	296 271	193 141	100 77	91 55^						
		9.00 - 9.30						B	22.3	33	1916	1616	855 379	960 349	583 516	419 315	464 182	283 263	194 149	104 70	88 56						
								A	19.8	30	1701	1610	866 402	949 363	594 531	406 293	468 185	294 272	190 145	84 67^	109 67^						
9.30 - 10.00																											
DYNASTY II: COLBYS																											
	THU.	9.00P	60	ABC	GD	99	99	A	17.5	26	1503	1617	849 333	965 279	514 514	471 346	427 60^	173 238	255 170	114 80^	111 75^						
		9.00 - 9.30						B	15.3	23	1314	1592	832 326	933 275	489 459	425 366	454 135	239 244	210 172	115 66	90 55						
		9.30 - 10.00						A	16.6	24	1426	1640	849 335	971 272	513 513	476 348	438 54^	174 251	272 171	120 89^	111 77^						
								A	18.4	28	1581	1590	845 332	955 281	510 514	468 343	412 64^	169 223	236 170	114 74^	109 73^						
EQUALIZER																											
	1 WED.	10.05P	60	CBS	PD	99	98	A	12.8	22	1100	1458	659 232	697 161	331 372	366 298	652 169	372 410	394 229	56^ 30^	53^ 39^						
	2 WED.	10.00P	60					B	13.2	22	1134	1564	663 261	732 229	430 409	372 248	658 226	424 394	354 203	104 44	70 50						
		10.00 - 10.30						A	12.5	20	1074	1452	663 229	698 161	314 368	359 303	632 151	346 392	385 229	60^ 34^	62^ 46^						
		10.30 - 11.00						A	13.0	23	1117	1469	657 222	692 159	342 380	371 290	671 180	396 427	404 231	58^ 30^	48^ 35^						
FACTS OF LIFE																											
	1 SAT.	8.00P	30	NBC	CS	98	96	A	16.4	28	1409	1950	738 265	830 286	507 423	345 281	461 197	299 236	193 129	225 153	434 315						
	2 SAT.	8.30P	30					B	18.0	30	1546	1948	773 322	892 321	531 465	366 310	471 183	292 255	197 148	227 145	358 272						
FALCON CREST																											
	FRI.	10.00P	60	CBS	GD	99	96	A	17.2	29	1477	1508	844 306	935 207	428 423	428 439	474 128	237 222	208 210	44^ 38^	55^ 45^						
		10.00 - 10.30						B	18.2	30	1563	1499	844 324	919 215	432 408	429 434	443 122	210 212	201 204	66 36	71 53						
		10.30 - 11.00						A	17.5	29	1503	1511	838 310	937 203	428 426	429 441	472 121	234 221	212 212	41^ 35^	61^ 51^						
								A	16.9	29	1452	1497	849 301	932 210	430 420	427 435	471 133	236 222	202 208	45^ 39^	49^ 40^						
FALL GUY																											
	FRI.	10.00P	60	ABC	A	93	94	A	6.9	12	593	1702	870 296	927 373	628 618	480 238	512 95^	275 296	369 165^	78^ 50^	185^ 131^						
		10.00 - 10.30						B	7.0	12	601	1654	710 288	797 283	499 478	393 258	549 106	285 293	339 218	136 85	172 127						
		10.30 - 11.00						A	6.8	11	584	1693	850 302	872 335	587 579	467 232^	525 100^	281 298	373 164^	95^ 72^	201^ 143^						
								A	7.0	12	601	1699	889 286	977 409	666 651	488 245	500 85^	265 295	369 169^	58^ 28^	164^ 115^						
FAMILY TIES																											
	2 THU.	8.30P	30	NBC	CS			A	33.4	48	2869	2010	791 350	893 372	585 510	384 230	527 223	384 338	227 129	209 125	381 237						
								B	30.5																		

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST MAR. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	K E Y	HOUSEHOLD AUDIENCES	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																													
KATE & ALLIE							20	202	182	A	20.3	30	1744	1717	769 392	922 344	550 517	365 302				477 180	310 291	206 149	164 105	154 104			
1 MON.	8.00P	30	CBS	CS			99	93	B	20.5	29	1761	1693	768 348	874 285	518 498	396 298				471 158	288 284	225 151	169 100	179 125				
2 MON.	9.00P	30																											
KNIGHT RIDER							10	180	167	A	12.4	20	1065	1825	683 263	738 283	435 402	296 254				580 157	314 341	349 219	133 55^	374 262			
1 FRI.	8.00P	120	NBC	A			92	91	B	13.9	22	1194	1905	649 241	724 280	461 409	309 219				621 238	379 345	296 194	166 63	394 272				
2 FRI.	9.00P	60																											
8.00 - 8.30									A	10.2	18	876	1787	662 278^	693 179^	357 374	302^280^				602 128^	255^304^	368 277^	162^ 40^	330 228^				
8.30 - 9.00									A	10.7	18	919	1955	631 289	684 204^	376 358	303 269^				612 137^	279^329	389 260^	169^ 55^	490 283^				
9.00 - 9.30									A	12.5	20	1074	1827	696 240	750 289	432 400	303 265				584 168	338 353	349 206	124^ 53^	369 266				
9.30 - 10.00									A	14.2	23	1220	1799	701 267	767 346	486 435	286 229				561 169	332 352	329 191	119 63^	352 266				
KNOTS LANDING							21	204		A	18.5	30	1589	1531	764 328	876 336	513 470	367 308				439 159^	269 255	204 138^	100^ 63^	116^ 71^			
2 THU.	10.00P	60	CBS	GD				99	B	19.9	32	1709	1549	847 347	947 335	564 505	423 330				441 165	277 249	210 141	87 56	74 44				
10.00 - 10.30									A	18.4	29	1581	1562	755 324	862 325	501 457	362 308				465 159^	287 283	233 137^	109^ 71^	126^ 81^				
10.30 - 11.00									A	18.6	31	1598	1493	768 330	883 341	521 483	371 306				412 158^	252 230	173 137^	94^ 57^	104^ 62^				
LOVE BOAT							19	185	191	A	11.7	21	1005	1787	711 339	826 200	410 416	369 356				544 154	324 301	273 184	266 136	151 103^			
SAT.	10.00P	60	ABC	CS			92	96	B	13.1	22	1125	1623	760 331	869 256	443 404	365 373				480 159	269 248	212 182	135 74	139 100				
10.00 - 10.30									A	11.4	20	979	1836	709 329	828 196	405 417	366 360				562 162	331 303	281 189	285 155	161 119^				
10.30 - 11.00									A	12.0	22	1031	1732	707 343	820 203	409 414	367 350				528 145	317 296	269 182	246 118^	138 88^				
MACGYVER							7	153		A	12.6	19	1082	1502	682 267	733 171^	398 396	356 280				492 96^	312 323	290 154^	73^ 52^	204^ 136^			
2 WED.	8.00P	60	ABC	A				91	B	15.4	23	1323	1834	697 279	781 266	471 417	355 251				576 204	358 345	268 183	204 98	273 181				
8.00 - 8.30									A	11.8	18	1014	1445	650 239^	695 173^	367 373	305 279				484 98^	302 310	275 159^	64^ 47^	202^ 118^				
8.30 - 9.00									A	13.3	20	1142	1552	716 292	770 172^	428 420	402 280				499 92^	322 334	307 149^	76^ 55^	207^ 152^				
MAGNUM, P.I.							21	206	194	A	12.0	17	1031	1781	700 249	775 191	351 388	386 344				696 194	399 425	362 244	141 36^	169 89^			
THU.	8.00P	60	CBS	PD			99	97	B	15.1	22	1297	1668	742 275	811 210	399 389	397 349				625 170	354 357	332 221	92 34	140 86				
8.00 - 8.30									A	11.4	17	979	1777	676 223	744 169	304 350	375 357				699 199	402 420	359 247	141 38^	193 110^				
8.30 - 9.00									A	12.5	18	1074	1790	723 272	805 211	395 426	401 333				697 192	398 430	365 242	142 35^	146 71^				
MIAMI VICE							22	208	201	A	20.3	34	1744	1649	673 367	775 424	581 470	267 148				605 252	442 430	297 132	129 71^	140 122			
FRI.	10.00P	60	NBC	OP			99	97	B	22.0	36	1890	1806	705 353	795 386	594 507	331 158				688 311	515 472	309 135	168 80	155 121				
10.00 - 10.30									A	20.3	33	1744	1639	661 363	758 420	566 459	257 145				607 259	441 428	289 133	116 64^	158 132				
10.30 - 11.00									A	20.2	35	1735	1662	687 371	794 428	596 482	278 151				603 246	444 432	304 131	144 79	121 111				
MR. BELVEDERE							21	201	167	A	15.4	25	1323	1969	826 320	913 232	480 470	410 382				514 161	284 254	239 193	70^ 42^	472 301			
FRI.	8.30P	30	ABC	CS			96	90	B	14.8	24	1271	1802	778 302	856 266	450 428	359 345				450 131	236 237	206 185	145 100	351 214				
MOONLIGHTING							20	208		A	20.3	32	1744	1756	746 439	822 353	597 513	344 209				513 207	355 343	232 114^	190 111^	231 156			
2 TUE.	9.00P	60	ABC	PD				99	B	18.1	27	1555	1819	774 389	878 391	642 544	387 185				578 247	420 399	267 116	196 101	187 112				
9.00 - 9.30									A	20.1	31	1727	1771	748 440	812 339	587 507	343 209				499 197	344 340	232 109^	205 117^	255 184				
9.30 - 10.00									A	20.5	32	1761	1736	745 437	831 364	604 519	344 212				522 213	364 344	231 118^	175 105^	208 126^				
MURDER, SHE WROTE							19	207	208	A	25.1	37	2156	1635	807 310	888 156	355 388	436 454				587 122	270 301	308 270	43^ 28^	117 68			
SUN.	8.00P	60	CBS	SM			99	99	B	25.4	36	2182	1621	809 310	893 170	383 407	454 437				567 126	264 281	297 257	72 36	89 59				
8.00 - 8.30									A	24.4	36	2096	1628	814 320	884 147	345 388	434 457				601 127	278 309	311 274	33^ 20^	110 65^				
8.30 - 9.00									A	25.8	37	2216	1637	801 300	890 162	363 388	437 451				573 121	260 291	300 265	50^ 35^	124 70				
NBC MONDAY NIGHT MOVIES							19	204	195	A	20.1	30	1727	1787	673 273	710 224	417 403	328 259				519 199	333 268	250 163	164 95	394 243			
1 MON.	8.00P	120	NBC	FF			99	98	B	18.7	28	1606	1699	770 333	870 333	552 474	385 269				525 194	328 289	246 166	141 84	163 101				
2 MON.	9.00P	116																											
8.00 - 8.30									A	18.3	27	1572	2176	630 254	711 278	459 405	285 215				481 228	383 300	229 98^	234 151^	750 480				
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF THE HOUSE	WORKING WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TEENS (12-17)	CHILDREN (2-11)			
EVENING CONT'D																																	
SCARECROW & MRS. KING																																	
2 MON. 8.00P 60 CBS GD 20 187																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
SILVER SPOONS																																	
SUN. 7.30P 30 NBC CS 19 190 182																																	
97 94																																	
SIMON & SIMON																																	
2 THU. 9.00P 60 CBS PD 21 191																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
60 MINUTES																																	
SUN. 7.00P 60 CBS DN 24 208 208																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
SPECIAL MOVIE PRSNT-MON(S)																																	
1 MON. 9.00P 120 CBS FF 204 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
SPECIAL MOVIE PRSNT THUR(S)																																	
1 THU. 9.00P 120 CBS FF 196 96																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
SPENSER: FOR HIRE																																	
2 TUE. 10.00P 60 ABC PD 14 189																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
SPORTSBREAK-SAT																																	
SAT. 8.58P 1 CBS SN 23 190 172																																	
93 93																																	
SPORTSBREAK-SUN																																	
SUN. 8.58P 1 CBS SN 23 200 201																																	
94 94																																	
STINGRAY SPECIAL(S)																																	
2 TUE. 9.00P 120 NBC A 197 99																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
TV BLOOPERS & PRAC. JOKES																																	
1 MON. 10.00P 60 NBC CV 18 195																																	
10.00 - 10.30																																	
10.30 - 11.00																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
TOUGH COOKIES					1	201	A	11.5	18	988	1978	817	319	866	461	609	441	276	200	588	281	368	360	238	164	222	165	302	185						
2	WED.	8.30P	30	CBS	CS	99	B	11.5	18	988	1978	817	319	866	461	609	441	276	200	588	281	368	360	238	164	222	165	302	185						
TRAPPER JOHN, M.D.					2	132	A	6.9	11	593	1393	876	295	902	177	353	426	438	450	400	133	225	225	154	175	LT	LT	91	44						
2	TUE.	8.00P	60	CBS	GD	85	B	8.6	13	739	1322	788	195	809	160	336	376	410	410	384	93	163	183	179	201	48	48	81	54						
8.00 - 8.30							A	6.6	10	567	1392	658	279	909	200	371	414	438	444	386	137	230	230	152	156	LT	LT	97	50						
8.30 - 9.00							A	7.3	11	627	1370	881	303	881	153	329	432	432	449	406	131	220	220	149	186	LT	LT	83	36						
20/20					21	206	A	16.0	27	1374	1464	723	282	790	180	369	418	388	339	571	186	316	316	282	205	70	30	33	16						
THU.	10.00P	60	ABC	DN	99	98	B	15.3	25	1314	1563	746	256	811	208	408	426	390	332	629	202	361	357	305	222	77	29	46	26						
10.00 - 10.30							A	16.9	27	1452	1467	743	302	808	193	390	440	397	333	547	163	289	306	277	208	73	33	39	20						
10.30 - 11.00							A	15.1	26	1297	1448	699	257	766	164	345	389	373	346	593	208	344	329	287	198	63	25	26	10						
TWILIGHT ZONE					22	202	A	12.3	20	1057	1780	763	361	824	353	557	511	348	199	607	262	431	430	267	139	116	68	233	183						
FRI.	8.00P	60	CBS	SF	99	92	B	14.1	23	1211	1892	752	351	833	318	547	497	386	237	664	282	479	443	308	149	142	57	253	164						
8.00 - 8.30							A	11.6	20	996	1826	754	361	835	347	561	522	356	203	624	272	443	442	272	140	130	77	237	180						
8.30 - 9.00							A	12.9	21	1108	1739	776	363	816	357	555	504	342	197	590	251	420	423	264	137	104	61	229	184						
227					22	190	A	19.0	32	1632	1730	754	208	822	217	404	359	370	367	504	123	277	251	280	199	128	109	276	186						
2	SAT.	9.30P	30	NBC	CS	97	B	19.0	31	1632	1840	811	340	902	271	503	481	412	340	499	149	280	273	252	182	184	116	255	196						
VALERIE					1	194	A	21.3	31	1830	1661	783	352	857	347	540	489	364	227	404	155	256	213	176	123	155	75	245	181						
2	MON.	8.30P	30	NBC	CS	97	B	21.3	31	1830	1661	783	352	857	347	540	489	364	227	404	155	256	213	176	123	155	75	245	181						
VALERIE-SATURDAY(S)					202		A	19.9	33	1709	1886	773	250	818	277	477	464	332	311	441	128	279	264	240	139	214	133	413	282						
1 SAT. 8.30P 30 NBC CS 99																																			
WEBSTER					21	171	A	15.5	26	1331	1907	785	296	860	215	440	416	389	380	511	181	299	269	233	172	75	41	461	320						
FRI.	8.00P	10	ABC	CS	92		B	15.4	26	1323	1809	778	292	855	253	430	419	367	358	451	132	233	233	206	185	144	102	359	218						
WHO'S THE BOSS?					21	194	A	20.5	31	1761	1922	799	407	913	388	592	517	363	254	527	215	336	332	242	139	208	141	274	194						
TUE.	8.00P	10	ABC	CS	98		B	21.0	32	1804	1886	786	365	877	343	551	488	378	262	526	198	334	322	245	147	204	121	279	186						
YOU AGAIN?					1	193	A	20.1	30	1727	1703	795	325	860	324	504	454	364	261	424	172	255	199	172	133	130	84	289	221						
2	MON.	8.00P	30	NBC	CS	97	B	20.1	30	1727	1703	795	325	860	324	504	454	364	261	424	172	255	199	172	133	130	84	289	221						
YOU AGAIN? THURSDAY(S)					208		A	34.7	51	2981	2084	809	333	929	385	587	513	361	275	571	254	419	377	256	117	266	153	318	233						
1	THU.	8.30P	30	NBC	CS	99																													
LATE FRINGE					90	196	A	6.3	18	541	1259	598	200	661	150	311	336	333	279	557	116	275	295	305	245	38	31	LT	LT						
ABC NEWS NIGHTLINE				ABC	N	97	97	B	5.8	16	498	1241	596	179	641	147	305	318	329	277	548	138	294	303	302	216	33	22	19	11					
1	MON.	11.30P	34																																
1	TUE.	11.30P	30																																
1	W & F	11.30P	31																																
1	THU.	11.30P	37																																
2	MON.	11.30P	37																																
2	TU & TH	11.30P	31																																
2	W & F	11.30P	30																																
11.30 - 12.00							A	6.5	18	558	1242	588	197	643	143	303	328	325	274	554	113	273	296	304	243	43	34	LT	LT						
12.00 - 12.30							A	4.7	17	404	1052	567	154	681	178	299	393	317	241	371	35	176	191	284	180	LT	LT	LT	LT						
ABC WEEKEND REPORT-SAT.					21	151	A	4.0	9	344	1422	652	197	704	203	415	392	346	259	628	104	351	427	399	201	90	90	LT	LT						
SAT.	11.15P	15	ABC	N	82	81	B	3	4	8	1190	577	201	627	151	328	347	350	245	500	186	298	269	208	164	42	20	21	LT						
ABC WEEKEND REPORT-SUN.					22	165	A	3.6	12	309	854	553	372	654	182	502	427	358	152	200	94	152	152	87	48	LT	LT	LT	LT						
CONT'D																																			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
LATE FRINGE CONT'D																																	
ABC WEEKEND REPORT--CONT'D																																	
1	SUN.	11.30P	15	ABC	N		90	90	B	3.6	13	309	1212	584 243	650 183	383 375	329 226	473 135	250 277	234 165	29	LT	60	32									
2	SUN.	12.02A	15																														
CBS LATE NIGHT I																																	
M & TH	11.30P	66	CBS	FF		114	182	184	A	5.0	18	430	1319	631 266	708 207	428 382	361 247	554 220	374 260	282 155	46^	30^	11^	LT									
1	TUE.	12.37A	67				91	91	B	5.4	18	464	1248	599 237	688 215	397 355	350 243	468 154	280 257	245 162	50	30	42	28									
1	WED.	11.57P	65																														
1	FRI.	11.30P	67																														
2	TUWF	11.30P	67																														
	11.30 - 12.00								A	5.5	16	472	1326	683 278	748 210	448 415	379 269	508 163	309 258	279 163	57^	36^	13^	LT									
	12.00 - 12.30								A	5.1	19	438	1422	658 281	742 236	466 395	367 246	620 283	450 269	291 147^	43^	29^	17^	LT									
	12.30 - 1.00								A	4.3	20	369	1260	584 263	671 184	384 336	360 241	547 231	393 273	290 141^	36^	LT	LT	LT									
	1.00 - 1.30								A	3.7	23	318	472^	148^ 48^	148^ LT	101^ 148^	148^ LT	324^ 129^	195^ 160^	195^ 129^	LT	LT	LT	LT									
	1.30 - 2.00								A	2.9	20	249	859^	169^ 105^	494^ LT	64^ 169^	321^ 325^	365^ 112^	172^ 140^	205^ 193^	LT	LT	LT	LT									
CBS LATE NIGHT II																																	
MON.	12.36A	48	CBS	FF		114	182	184	A	3.2	18	275	1320	610 236^	683 167^	389 385	367 240	600 309	448 236^	251 131^	26^	18^	LT	LT									
1	TUE.	1.44A	43				91	91	B	3.4	18	292	1161	559 218	636 198	374 340	325 214	472 168	317 279	254 139	36	20	LT	LT									
1	WED.	1.02A	50																														
1	THU.	12.36A	50																														
1	FRI.	12.37A	49																														
2	TUE.	12.37A	47																														
2	WED.	12.37A	48						A	3.6	18	309	1392	673 291	745 217	447 404	369 247	616 298	463 271	272 134^	22^	16^	LT	LT									
2	THU.	12.36A	51						A	3.1	19	266	1338	594 215^	643 147^	388 401	361 211^	650 384	515 237^	244^ 104^	29^	22^	LT	LT									
2	FRI.	12.37A	45						A	2.4	19	206	995	534^ 258^	621^ LT	146^ 233^	476^ 388^	364^ 44^	73^ 64^	218^ 291^	LT	LT	LT	LT									
	12.30 - 1.00								A	2.0	19	172	1006^	367^ 163^	558^ 47^	47^ 198^	261^ 360^	448^ 99^	198^ 192^	250^ 250^	LT	LT	LT	LT									
CBS NEWS NIGHTWATCH-1																																	
1	M-THSU	2.00A	30	CBS	N		62	59	A	1.3	14	112	821	338^ 98^	401^ 116^	231^ 285^	169^ 116^	357^ 160^	160^ 115^	117^ 197^	63^	63^	LT	LT									
2	M-THSU	2.00A	30				60	59	B	1.2	13	103	828	412 170	508 145	296 276	319 168	284 95	138 143	173 134	LT	LT	LT	LT									
CBS NEWS NIGHTWATCH-2																																	
1	M-THSU	2.30A	30	CBS	N		83	81	A	1.6	21	137	891	401^ 88^	438^ 117^	270^ 336^	219^ 102^	409^ 241^	263^ 131^	146^ 146^	44^	44^	LT	LT									
2	M-THSU	2.30A	30				75	74	B	1.3	17	112	809	386 113	469 164	293 258	263 142	302 128	188 170	158 105	LT	LT	LT	LT									
CBS NEWS NIGHTWATCH-3																																	
1	M-THSU	3.00A	180	CBS	N		95	94	A	1.3	25	112	563^	285^ 44^	312^ 62^	98^ 152^	107^ 152^	188^ 108^	117^ 90^	71^ 71^	63^	63^	LT	LT									
1	TUE.	3.07A	173				84	84	B	1.2	23	103	583	287 105	326 107	183 161	149 117	220 70	111 88	103 104	LT	LT	LT	LT									
2	M-THSU	3.00A	180																														
	3.00 - 3.30								A	1.5	23	129	806	434^ 70^	465^ 70^	163^ 232^	194^ 233^	302^ 155^	194^ 124^	131^ 108^	39^	39^	LT	LT									
	3.30 - 4.00								A	1.4	24	120	667	325^ 75^	383^ 83^	141^ 216^	141^ 159^	233^ 83^	117^ 109^	134^ 116^	51^	51^	LT	LT									
	4.00 - 4.30								A	1.3	25	112	589	258^ LT	294^ 98^	116^ 161^	80^ 116^	214^ 98^	116^ 98^	89^ 98^	81^	81^	LT	LT									
	4.30 - 5.00								A	1.2	25	103	524^	234^ LT	234^ 97^	97^ 155^	78^ 59^	203^ 106^	135^ 116^	97^ 68^	87^	87^	LT	LT									
	5.00 - 5.30								A	1.1	24	94	362^	170^ LT	170^ LT	85^	85^ 85^	106^ 106^	106^ 85^	LT LT	86^	86^	LT	LT									
	5.30 - 6.00								A	1.1	22	94	436^	266^ 75^	266^ LT	LT LT	LT 266^	127^ 106^	106^ 64^	LT LT	LT LT	LT	LT	LT	LT								
CBS NEWS SPCL REPORT(S)																																	
1	TUE.	12.00M	37	CBS	N		201	98	A	5.8	23	498	1050	480^ 204^	560 149^	245^ 247^	246^ 253^	490^ 101^	309^ 271^	365^ 155^	LT	LT	LT	LT									
	12.00 - 12.30								A	6.0	23	515	1072	492^ 200^	573 155^	252^ 256^	245^ 256^	499^ 101^	313^ 272^	368^ 161^	LT	LT	LT	LT									
	12.30 - 1.00								A	5.1	24	438	925	412^ 220^	489^ 114^	206^ 200^	254^ 229^	436^ 103^	288^ 256^	333^ 123^	LT	LT	LT	LT									

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)														
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11												
LATE FRINGE CONT'D																																								
CBS SUNDAY NEWS OSGOOD														21	123	121	A	5.6	11	481	1295	748	183	800	212	406	341	281	355	495	135	295	283	227	190	LT	LT	LT	LT	
SUN. 11 00P 15 CBS N														65	65		B	5.2	11	447	1410	674	230	771	215	397	354	364	336	533	117	300	302	309	209	56	29	50	29	
DAVID LETTERMAN I														88	201	201	A	4.0	21	344	1247	588	233	620	305	430	325	227	143	599	308	442	343	265	99	28	23	LT	LT	
1 MON. 12.48A 30 NBC GV														99	99		B	4.0	20	344	1272	567	242	625	277	390	309	250	163	590	304	427	314	229	129	36	20	21	15	
1 TU&TH 12.30A 30																																								
1 WED. 1.06A 30																																								
2 M-TH 12.30A 30																																								
DAVID LETTERMAN II														88	201	201	A	3.0	20	258	1147	483	162	507	283	361	233	143	113	609	295	442	364	279	105	31	23	LT	LT	
1 MON. 1.18A 30 NBC GV														99	99		B	3.0	19	258	1199	504	203	563	285	388	255	200	134	586	332	442	297	206	112	35	21	LT	LT	
1 TU&TH 1.00A 30																																								
1 WED. 1.36A 30																																								
2 M-TH 1.00A 30																																								
EYE ON HOLLYWOOD														85	76	76	A	1.5	7	129	1054	389	241	497	233	419	349	255	39	488	146	301	271	256	148	54	54	LT	LT	
1 MON. 12.04A 30 ABC GV														52	52		B	1.4	6	120	978	436	185	501	199	333	284	240	126	444	159	265	238	218	139	LT	LT	LT	LT	
1 TUE. 12.00M 31																																								
1 WED. 12.01A 29																																								
1 THU. 12.07A 29																																								
1 FRI. 12.01A 31																																								
2 MON. 12.07A 30																																								
2 T&TH 12.01A 30																																								
2 WED. 12.00M 30																																								
2 FRI. 12.00M 31																																								
FRIDAY NIGHT VIDEOS														22	182	185	A	3.4	17	292	1182	438	205	647	370	482	343	222	109	470	155	374	295	287	82	65	31	LT	LT	
FRI. 12.30A 90 NBC PC														97	97		B	3.7	18	318	1319	555	223	623	379	502	307	185	100	467	272	372	284	157	79	174	59	55	27	
12.30 1.00																	A	4.6	18	395	1203	477	264	662	334	461	385	277	140	436	142	355	304	286	66	105	63	LT	LT	
1.00 1.30																	A	3.3	16	283	1173	389	177	619	389	498	329	198	75	509	162	403	307	311	92	45	LT	LT	LT	LT
1.30 2.00																	A	2.4	15	206	1107	404	111	646	398	495	281	160	98	461	155	354	252	252	97	LT	LT	LT	LT	
G MICHAELS SPORTS MACHINE														24	76	75	A	1.6	5	137	679	460	234	460	212	212	402	190	58	219	110	160	160	73	59	LT	LT	LT	LT	
SUN. 11.30P 15 NBC SC														54	54		B	1.6	5	137	977	385	100	460	186	244	234	158	151	468	205	330	266	201	118	LT	LT	LT	LT	
SAT NIGHT'S MAIN EVENT 4(S)														195			A	10.1	30	868	1742	661	351	758	413	643	485	287	92	571	348	470	413	185	59	286	84	127	113	
1 SAT. 11.30P 83 NBC CV														99																										
11.30 - 12.00																	A	11.0	28	945	1600	693	390	791	415	628	477	283	120	513	332	400	351	154	70	181	80	115	78	
12.00 - 12.30																	A	10.4	31	893	1774	622	323	719	394	630	457	284	77	611	364	511	455	204	55	319	105	125	125	
12.30 - 1.00																	A	8.7	31	747	1904	663	326	758	436	685	531	295	73	596	349	514	442	202	45	396	54	154	154	
SATURDAY NIGHT														13	179		A	5.1	16	438	1208	512	188	631	414	508	450	196	71	560	174	446	480	365	80	17	11	LT	LT	
2 SAT. 11.30P 80 NBC GV														94			B	7.5	22	644	1504	634	279	703	364	524	417	268	131	584	291	462	405	254	90	162	65	55	46	
11.30 - 12.00																	A	6.7	18	576	1262	596	212	679	408	537	489	236	92	559	197	419	460	328	99	24	24	LT	LT	
12.00 - 12.30																	A	4.5	15	387	1191	442	160	617	441	507	432	163	61	574	155	480	509	406	65	LT	LT	LT	LT	
12.30 - 1.00																	A	3.6	14	309	1084	395	172	511	372	421	363	139	32	537	142	450	479	395	58	36	LT	LT	LT	LT
TONIGHT SHOW														106	201	201	A	7.3	24	627	1287	624	204	714	260	386	356	295	264	507	211	323	293	230	151	41	29	25	18	
1 MON. 11.48P 60 NBC GV														99	99		B	7.5	23	644	1414	672	230	752	248	403	358	322	285	546	220	344	309	246	165	64	30	52	31	
1 TUTHF 11.30P 60																																								
1 WED. 12.05A 60																																								
2 M-F 11.30P 60																																								
11.30 - 12.00																	A	8.1	23	696	1319	648	202	757	262	417	396	321	277	506	196	310	304	241	163	34	23	22	10	
12.00 - 12.30																	A	6.9	25	593	1228	586	189	662	258	352	312	257	247	501	219	331	292	220	140	43	30	22	17	
12.30 - 1.00																	A	5.1	24	438	1550	796	326	824	260	406	407	395	321	582	296	389	237	213	151	55	55	89	89	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN						MEN					TOTAL					TOTAL		TOTAL	
														18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+										
•WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)						193		A	7.8	22	670	1799	876	320^	940	286^	624	563	500	264^	380^	153^	288^	169^	177^	92^	161^	161^	318^	174^			
2 WED. 4.00P 60 ABC FV						92		A	7.4	22	636	1704	878	270^	932	299^	643	566	477	250^	324^	128^	234^	148^	140^	90^	162^	162^	286^	124^			
4.00 - 4.30								A	8.2	23	704	1868	867	361^	940	269^	602	556	522	275^	426	172^	336^	190^	207^	90^	157^	157^	345^	214^			
4.30 - 5.00																																	
ABC DAYTIME NEWSBRIEF-M-F						109	203	199	A	8.1	27	696	1322	804	213	896	403	650	574	394	202	248	131	162	141	55^	84^	85^	67^	93^	19^		
M-F 2.58P 1 ABC N						98	98	B	8.0	27	687	1298	791	232	891	421	647	539	364	212	227	101	134	112	56	92	78	64	102	38			
ABC WORLD NEWS-MORN-615A						110	125	128	A	1.6	17	137	978	451^	240^	496	44^	277^	336^	336^	160^	482	102^	249^	270^	271^	212^	LT	LT	LT	LT		
M-F 6.15A 15 ABC N						81	80	B	1.6	17	137	1096	530	251	543	122	345	386	349	149	444	136	288	303	230	130	59	47	50	43			
ABC WORLD NEWS-MORN-645A						110	177	179	A	2.6	17	223	1184	767	296	825	134^	480	520	565	242^	359	67^	211^	225^	233^	134^	LT	LT	LT	LT		
M-F 6.45A 15 ABC N						95	95	B	2.4	17	206	1281	666	336	727	171	453	453	446	222	455	131	277	280	230	159	47	27	52	37			
ALL MY CHILDREN						108	210	207	A	8.2	26	704	1286	815	262	917	447	665	555	360	205	184	104	140	131	54^	38^	79^	65^	106	43^		
M-F 1.00P 60 ABC DD						99	99	B	8.1	26	696	1276	804	262	902	426	650	533	371	209	215	113	155	128	66	51	64	57	95	34			
1.00 - 1.30								A	7.7	24	661	1280	797	252	901	435	659	560	357	197	184	106	142	133	55^	35^	83^	70^	112	44^			
1.30 - 2.00								A	8.6	27	739	1290	836	269	936	460	675	556	364	212	178	101	137	128	51^	36^	73^	60^	103	43^			
AMERICA'S BAKE-OFF(S)						207		A	5.7	22	490	1182	668	100^	762	93^	208^	294^	294^	451^	325^	153^	153^	126^	78^	141^	32^	32^	63^	LT			
1 TUE. 11.00A 30 CBS AC						99																											
AMERICAN TREASURY						64	198	198	A	5.9	17	507	1185	767	181	899	237	487	469	478	319	182	70^	129^	104^	82^	38^	57^	47^	47^	16^		
M-F 3.58P 1 CBS DO						93	93	B	5.9	18	507	1251	742	180	858	215	444	394	439	350	202	68	115	91	94	71	125	87	66	36			
ANOTHER WORLD						104	205	205	A	5.3	18	455	1286	909	162	994	354	576	461	392	377	215	76^	122^	109^	95^	62^	26^	26^	51^	15^		
1 MTUHF 2.00P 60 NBC DD						99	99	B	5.1	17	438	1323	852	173	966	324	528	424	383	406	237	79	110	86	102	103	52	40	68	29			
1 WED. 2.00P 3																																	
2 M-F 2.18P 42																																	
2.00 - 2.30								A	5.4	18	464	1297	895	165	1002	378	603	456	387	367	217	89^	135^	102^	88^	62^	28^	28^	50^	LT			
2.30 - 3.00								A	5.2	17	447	1275	917	151	988	332	551	462	395	389	211	64^	109^	116^	101^	60^	22^	22^	54^	25^			
ANOTHER WORLD(B)						173		A	4.7	15	404	1342	886	196^	1079	405^	572^	420^	343^	466^	191^	59^	129^	129^	105^	27^	30^	30^	42^	LT			
1 WED. 2.03P 15 NBC DD						86																											
AS THE WORLD TURNS						111	204	203	A	6.7	22	576	1208	817	174	899	215	420	426	420	402	203	53^	94^	96^	87^	90^	64^	50^	42^	10^		
M-F 1.30P 60 CBS DD						99	98	B	6.6	22	567	1194	794	147	880	209	401	377	403	417	211	45	86	83	99	107	49	34	54	20			
1.30 - 2.00								A	6.7	21	576	1193	818	173	893	202	410	419	420	409	200	50^	87^	88^	87^	91^	55^	43^	45^	LT			
2.00 - 2.30								A	6.8	22	584	1193	807	169	894	223	424	430	417	390	196	54^	94^	98^	82^	86^	69^	54^	34^	14^			
B. FORSYTH'S HOT STREAK						44	153	154	A	1.9	7	163	1129	662	190^	766	312^	496	477	350^	184^	215^	92^	141^	141^	74^	74^	50^	37^	98^	LT		
M-F 11.00A 30 ABC QP						76	76	B	2.0	8	172	1168	642	184	722	321	495	419	286	198	269	116	156	132	96	95	72	58	105	30			
CAPITOL						110	195	193	A	5.1	17	438	1169	764	161	872	256	443	434	429	342	187	78^	119^	114^	77^	52^	64^	32^	46^	28^		
M-F 2.30P 30 CBS DD						95	94	B	5.2	18	447	1161	753	155	872	233	440	387	424	373	183	52	103	89	92	70	53	32	53	20			
CBS EARLY MORNING NEWS						115	138	138	A	1.4	13	120	1267	592	183^	675	134^	208^	268^	274^	341^	584	134^	250^	266^	317^	301^	LT	LT	LT	LT		
M-F 6.30A 30 CBS N						89	89	B	1.5	15	129	1164	563	222	589	114	246	261	283	285	527	117	216	240	271	268	LT	LT	LT	LT			
CBS MORNING NEWS 1						115	200	200	A	2.9	13	249	1341	620	189^	632	137^	262^	282	265	330	546	91^	127^	155^	241^	379	LT	LT	148^	108^		
M-F 7.30A 30 CBS N						99	99	B	2.9	14	249	1344	687	212	712	170	337	328	304	343	539	76	145	149	207	372	22	LT	71	38			
CBS MORNING NEWS 2						115	200	200	A	3.2	13	275	1167	643	229^	691	152^	279	269	288	368	397	62^	105^	127^	182^	237^	21^	LT	58^	LT		
M-F 8.30A 30 CBS N						99	99	B	3.3	14	283	1215	664	156	734	156	301	292	311	384	403	69	133	137	166	238	25	LT	53	LT			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 49		25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																																	
CBS SCHOOLBREAK SPECIALS(S)						192		A	6.9	19	593	1572	909 338^	965 368^	668 495	473 251^	211^	53v	134^	96v	109v	77v	202^	137^	194^	125^							
2 TUE. 4.30P 60 CBS CL						96		A	6.0	17	515	1687	985 408^	1051 428^	749 554	480^	256^	226^	44v	135^	98v	123v	91v	228^	149^	182^	121^						
4.30 - 5.00								A	7.8	20	670	1466	848 278^	891 318^	601 450	464 245^	195^	59v	128^	91v	97v	67v	178^	127^	202^	127^							
5.00 - 5.30								A	7.9	25	679	1340	845 216	948 327	580 457	388 347	289	84^	149 117	129 114	45^	41^	58^	10v									
DAYS OF OUR LIVES						107	210 210	B	7.1	23	610	1399	841 202	947 341	541 438	376 372	317	106	160 125	134 129	57	47	78	23									
M-F 1.00P 60 NBC DD						99	99	A	7.8	25	670	1360	841 203	956 337	592 453	380 345	306	88^	167 121	139 116	36^	33^	62^	17v									
1.00 - 1.30								A	8.1	25	696	1295	835 223	925 311	557 451	392 346	263	75^	127 108	118 109	51^	47^	56^	LT									
1.30 - 2.00								A	4.3	17	369	1341	764 203	799 319	499 509	401 211	347	192	222 158^	105^	119^	68^	62^	127^	41v								
FAMILY TIES M-F						49	154 156	B	4.3	16	369	1395	650 179	735 317	458 408	316 215	303	142	200 158	119 89	140	105	217	110									
1 M-WTHF 10.00A 30 NBC CS						88	89	A	9.8	30	842	1432	819 287	966 474	698 553	366 229	196	80	119 100	68^	73^	144	116	126	55^								
2 M-F 10.12A 18								B	9.3	29	799	1379	790 251	915 437	652 510	352 230	210	93	131 105	59 77	132	111	122	59									
3.00 - 3.30								A	9.6	30	825	1433	811 278	965 478	702 553	363 225	211	92	131 115	69^	73^	133	107	124	58^								
3.30 - 4.00								A	10.0	30	859	1419	820 286	959 466	692 549	368 230	180	68^	105 85	63^	72^	154	123	126	55^								
GOOD MORNING, AMERICA-730						110	206 206	A	5.5	24	472	1195	736 321	816 205	441 481	441 276	276	87^	159 135^	113^	117^	38^	32v	65^	43^								
M-F 7.30A 30 ABC N						99	99	B	4.8	23	412	1171	708 249	765 227	420 439	367 276	320	70	149 163	164 145	31	15	55	28									
GOOD MORNING, AMERICA-830						109	204 204	A	5.8	24	498	1145	698 169	751 155	365 386	391 325	296	54^	133 134	157 151	LT	LT	92^	17v									
1 M-WTHF 8.30A 30 ABC N						99	99	B	5.4	21	464	1098	715 175	743 186	389 401	369 304	293	45	119 131	169 151	17	14	45	12									
1 TUE. 8.30A 12																																	
2 M-F 8.30A 30																																	
GOOD MORN AMER-TUE-830(B)						108		A	3.7	15	318	890	639^	217^	639^	179v	292^	192v	318^	268^	251^	LT	22v	22v	147v	229^	LT	LT					
1 TUE. 8.42A 18 ABC N						70																											
GUIDING LIGHT						110	205 203	A	6.8	21	584	1202	770 175	891 230	456 467	470 339	172	61^	106^	100^	82^	47^	94^	71^	45^	24v							
M-F 3.00P 60 CBS DD						99	98	B	6.8	21	584	1244	765 170	877 224	446 402	434 370	201	59	106 87	91 81	112	76	54	29									
3.00 - 3.30								A	6.6	21	567	1182	773 179	892 228	448 469	473 344	154	55^	90^	83^	70^	47^	92^	67^	44^	24v							
3.30 - 4.00								A	7.0	21	601	1196	759 161	880 228	458 459	461 332	183	63^	114 107^	90^	51^	92^	71^	41^	22v								
LOVING						107	187 186	A	4.5	15	387	1116	715 270	803 361	574 450	323 190	197	96^	122^	75^	67^	70^	80^	62^	36v	13v							
M-F 12.30P 30 ABC DD						94	94	B	4.3	15	369	1215	750 261	862 366	593 497	377 226	226	96	132 95	72 90	51	44	76	36									
MAIN STREET 6(S)						143		A	4.1	11	352	1548	716^	250^	736^	336^	446^	367^	222^	270^	290^	110v	110v	65v	119v	180v	210^	175v	312^	105v			
2 TUE. 4.00P 60 NBC CN						89		A	4.0	12	344	1657	718^	230^	753^	337^	468^	396^	218^	262^	300^	94v	94v	44v	136v	206^	217^	189v	387^	111v			
4.00 - 4.30								A	4.2	11	361	1407	701^	266^	701^	326^	415^	329^	217^	272^	271^	122v	122v	83v	103v	149v	196^	161v	239^	97v			
4.30 - 5.00																																	
NBC NEWS AT SUNRISE						110	193 192	A	2.4	18	206	990	491 243^	495 84^	263^	281^	319 179^	412	72v	271^	262^	281^	141^	49v	LT	34v	LT						
M-F 6.30A 30 NBC N						98	98	B	2.4	19	206	1226	595 315	641 127	339 391	356 223	477	155	284 291	234 150	46	LT	62	36									
NBC NEWS DIGEST-DAYTIME						63	194 194	A	4.8	16	412	1218	888 155^	939 293	503 452	372 373	178	17v	58^	115^	122^	56^	31v	31v	70^	41^							
M-WF 2.57P 1 NBC N						96	96	B	4.6	15	395	1285	826 155	935 310	492 400	350 410	221	64	94 77	103 104	60	49	69	34									
NEW CARD SHARKS						45	169 169	A	4.6	19	395	1322	692 145^	793 215	383 377	365 365	322	127^	193 185	124^	107^	55^	35v	152^	48^								
M-F 10.30A 30 CBS QP						84	84	B	4.8	18	412	1301	694 150	784 204	370 364	382 355	290	81	158 154	147 108	54	36	173	61									
NEW LOVE AMERICAN STYLE						47	197 196	A	2.7	10	232	1263	771 211^	879 418	616 574	341 198^	279^	116^	177^	168^	112^	86^	31v	26v	74^	LT							
M-F 11.30A 30 ABC CS						93	93	B	2.9	10	249	1267	673 210	748 349	521 435	304 190	299	112	174 142	125 114	86	56	134	44									

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														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKEND DAYTIME CONT'D																															
ASPEN WORLD CUP SKIING(S)						154		A	4.3	10	369	1518	581^281^	609^202^	309^326^	280^229^	762	311^	488^562^	327^189^	44^	LT	103^	75^							
2 SUN. 5.00P 60 ABC SE						83		A	3.9	9	335	1391	606^266^	606^170^	290^286^	323^254^	731^307^	471^552^	280^179^	54^	LT	LT	LT								
5.00 - 5.30							A	4.7	11	404	1599	559^287^	603^229^	322^355^	238^204^	781	312^	498^564^	360^199^	32^	LT	183^	137^								
5.30 - 6.00																															
ASTRO MINUTE-11.26AM						10	194	171	A	4.9	16	421	1295	423	119^	449	232^	283^212^	143^121^	271^	26^	114^188^	245^	83^	45^	LT	530	323			
SAT. 11.26A 3 CBS CN						96	80	B	5.3	16	455	1631	325	111	359	163	249	187	140	84	308	135	222	194	119	70	250	35	714	474	
BERENSTAIN BEARS						24	190	189	A	3.7	19	318	1579	129^	53^	152^	35^	73^	82^	66^	70^	106^	LT	71^	71^	77^	35^	210^	27^	1111	617
SAT. 8.00A 30 CBS CA						96	96	B	3.2	20	275	1682	235	96	269	135	202	166	91	57	178	62	104	98	69	69	191	71	1044	654	
BUGS BUNNY/LOONEY TUNES-1						2	207	207	A	5.5	20	472	1852	351	159^	438	187^	288	241^	155^140^	276^135^	193^126^	141^	83^	233^101^	905	405				
SAT. 9.00A 30 ABC CA						99	99	B	5.5	20	472	1852	351	159	438	187	288	241	155	140	276	135	193	126	141	83	233	101	905	405	
BUGS BUNNY/LOONEY TUNES-2						2	207	207	A	6.5	22	558	1740	334	153^	399	204^	287	259	130^	98^	332	182^	262	160^	150^	70^	209^	68^	800	353
SAT. 9.30A 30 ABC CA						99	99	B	6.5	22	558	1740	334	153	399	204	287	259	130	98	332	182	262	160	150	70	209	68	800	353	
CBS NCAA BASKETBALL-GM 2						6	195		A	4.2	12	361	1147	308^197^	327^144^	175^191^	141^103^	745	277^	424^402^	277^277^	LT	LT	64^	30^						
1 SAT. 4.04P 116 CBS SE						96		B	4.1	10	352	1297	305	129	336	87	153	150	134	170	790	233	472	451	367	270	81	29	90	66	
4.00 - 4.30							A	3.5	10	301	1163	176^150^	176^149^	149^149^	LT	27^	754^342^	442^309^	209^312^	57^	LT	176^	50^								
4.30 - 5.00							A	3.6	10	309	1045	237^192^	237^132^	132^132^	105^105^	736^300^	465^329^	226^271^	LT	LT	72^	32^									

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1ST MAR. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
															18-34					WOMEN 18-34					18-34					18-34				
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11
WEEKEND DAYTIME CONT'D																																		
ONE	TO GROW ON-10:28AM SAT.	10.28A	2	NBC	CN		24	201	201	A	7.9	25	679	1632	327 85A	385 297	341 254	66A 44v	119A 57A	69A 82A	36v 37v	286 196A	842 447											
							99	99	B	8.2	28	704	1638	299 119	344 215	270 213	105 57	211 144	170 114	56 28	225 133	858 466												
ONE	TO GROW ON-11:28AM SAT.	11.28A	2	NBC	CN		24	199	196	A	7.1	23	610	1870	226 71A	296 262	284 213A	34v 12v	143A 51v	90A 100A	71A 43v	396 277	1035 607											
							98	97	B	7.4	24	636	1690	285 101	328 205	254 194	93 66	247 165	196 146	63 39	276 171	839 498												
ONE	TO GROW ON-11:58AM SAT.	11.58A	2	NBC	CN		24	176	179	A	6.3	20	541	1828	301 107A	396 292	292 240A	70A 58v	126A 68A	95A 106A	58v 20v	425 266	881 449											
							95	94	B	5.6	18	481	1708	354 130	402 229	291 217	120 96	265 175	200 132	76 58	266 159	775 469												
PINK	PANTHER AND SONS SAT.	8.00A	30	ABC	CA		2	201	201	A	3.3	17	283	1760	243A 84v	320A 169A	228A 239A	70v 81v	213A 121v	121v 60v	42v 92v	82v 17	1145 573											
							95	98	B	3.3	17	283	1760	243 84	320 169	228 239	70 81	213 121	121 60	42 92	82 17	1145 573												
POLE	POSITION 1 SAT.	12.00N	30	CBS	CA		8	145	66	A	2.8	9	241	1187	282v 58v	282v 282v	282v 58v	17 17	145v 42v	42v 92v	103v 53v	104v 17	656A 440A											
							66		B	3.6	11	309	1640	354 152	371 189	282 210	121 77	305 125	190 166	87 105	233 74	731 478												
PRO	BOWLERS TOUR SAT.	3.00P	90	ABC	SE		9	179	172	A	6.2	17	533	1402	522 145A	558 145A	250A 262	249A 269	637 150A	284 378	308 259	108A 69A	99A 79A											
							93	92	B	6.1	16	524	1417	516 181	570 139	251 248	249 285	669 218	347 344	283 263	84 43	94 62												
	3.00 - 3.30								A	5.5	16	472	1417	512 139A	551 179A	312 280A	239A 226A	609 142A	279A 381	290 228A	110A 67v	147A 109A												
	3.30 - 4.00								A	6.1	17	524	1321	490 108A	534 143A	234A 247A	231A 263	595 136A	260 348	288 247A	82A 52v	110A 80A												
	4.00 - 4.30								A	6.9	19	593	1491	565 181A	585 117A	214A 269	277 307	709 174A	316 411	345 298	136A 91A	61A 61A												
RICHIE	RICH SAT.	11.00A	30	CBS	CA		10	194	171	A	5.1	16	438	1311	403 114A	425 221A	272A 207A	144A 106A	276A 24v	117A 196A	252A 80A	26v 17	584 356											
							96	80	B	5.4	17	464	1682	306 107	343 157	241 185	138 77	301 129	222 195	125 63	250 39	788 536												
ROAD	TO DALLAS(S)							128	A	3.2	11	275	2371	846A 17	883A 541A	702A 702A	254A 181v	604A 291A	386A 467A	294A 137v	109v 17	775A 775A												
2 SUN. 12.00N 60 (HLS) AC 7B																																		
	1.00 - 1.30								A	2.9	10	249	2265	798A 11	814A 542A	637A 637A	208A 197v	637A 637A	411A 502A	347A 150v	11 17	679A 679A												
	12.30 - 1.00								A	3.4	11	292	2599	907A 11	944 554A	770A 770A	299A 174v	572A 304A	369A 439A	255A 133v	205v 17	878A 878A												
ROCK N	WRESTLING SAT.	10.00A	60	CBS	CA		21	203	180	A	5.1	16	438	1628	183A 59v	265A 78v	186A 166A	187A 50v	150A 32v	88A 64v	64v 54v	312 72v	901 651											
							99	84	B	5.7	19	490	1861	253 89	295 149	205 162	103 75	245 102	176 147	99 58	335 121	986 682												
	10.00 - 10.30								A	4.9	16	421	1499	122A 50v	150A 13v	81v 105A	137A 45v	141A 39v	102A 75v	75v 27v	251A 26v	957 698												
	10.30 - 11.00								A	5.4	17	464	1694	228A 65v	353 131A	266A 212A	222A 53v	152A 25v	67v 51v	51v 76A	361 112A	828 592												
SMURFS I	SAT.	9.00A	30	NBC	CA		24	201	202	A	6.9	25	593	1889	380 160A	451 323	389 278	102A 62A	183A 103A	126A 89A	55v 47v	162A 84A	1093 744											
							99	99	B	6.2	25	533	1633	281 100	324 199	252 191	98 58	199 102	137 115	62 52	175 77	935 561												
SMURFS II	SAT.	9.30A	30	NBC	CA		24	202	202	A	7.5	25	644	1634	380 127A	433 301	361 261	100A 72A	126A 47v	62A 70A	53v 56A	133A 77A	942 584											
							99	99	B	7.5	27	644	1603	300 124	341 203	263 205	106 67	196 103	133 114	57 55	198 100	868 514												
SMURFS III	SAT.	10.00A	30	NBC	CA		24	202	202	A	8.5	27	730	1696	375 91A	426 314	368 283	83A 58A	115A 56A	64A 74A	32v 41v	294 187	861 464											
							99	99	B	8.7	30	747	1664	311 118	354 218	278 218	110 60	218 143	170 115	57 35	229 132	863 482												
SNORKS	SAT.	8.00A	30	NBC	CA		24	200	197	A	3.7	19	318	1758	113A 148A	255A 151A	232A 156A	93v 23v	95v 25v	67v 79v	70v 16v	213A 157A	1195 852											
							99	99	B	3.2	20	275	1575	167 68	219 112	154 97	74 62	191 76	120 118	76 55	145 70	1020 685												
SPIDERMAN	AND FRIENDS SAT.	12.30P	30	NBC	CA		20	127	119	A	4.5	14	387	1845	191A 161A	269A 167A	249A 249A	82v 20v	114A 31v	66v 66v	83v 48v	315A 191A	1147 734											
							74	66	B	4.3	14	369	1773	310 144	390 179	282 230	142 101	214 122	161 129	83 46	274 121	895 524												
SPORTSWORLD	2 SUN.	3.05P	55	NBC	SA		6	149	87	A	5.5	14	472	1750	743 396A	746 406A	415A 449A	226A 158A	795 291A	436A 511A	364A 242A	61v 17	148A 148A											
									B	5.8	14	498	1522	571 236	624 225	338 338	245 199	659 193	376 366	327 235	86 34	153 106												
	3.00 - 3.30								A	5.4	14	455	1576	700 334A	700 316A	316A 410A	236A 203A	811 317A	477A 468A	356A 247A	54v 17	11v 11v												
	3.30 - 4.00								A	5.6	15	481	1909	787 451A	787 482A	499A 487A	223A 118v	792 275A	410A 549A	374A 243A	71v 17	259A 259A												
SPORTSWORLD	FANTASIES(S) 1 SUN.	3.00P	60	NBC	SA		162	85	A	3.1	8	265	1500	326A 117v	424A 120v	165v 215v	189v 187v	639A 204v	324A 262A	285A 267A	338A 86v	99v 99v												
CONT'D																																		

1ST MAR 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
										WOMEN					MEN					TEENS (12-17)		CHILDREN (7-11)										
										TOTAL					TOTAL					TOTAL					TOTAL		TOTAL					
										18-34					18-34					18-34					12-17		7-11					
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										18-34																						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 24, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		15,380 17.9		19,330 22.5		ABC MONDAY NIGHT MOVIE CROSSINGS, PART 2 (SD)											
	ABC TV		HARDCASTLE & MCCORMICK															
	AVERAGE AUDIENCE (Households (000) & %)		12,540 14.6		12,890 15.0													
	SHARE OF AUDIENCE %		21		22													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		19,410 22.6		19,840 23.1		SPECIAL MOVIE PRSNT-MON BLOOD & ORCHIDS, PART 2 (SD)											
	CBS TV		KATE & ALLIE		NEWHART (SD)													
	AVERAGE AUDIENCE (Households (000) & %)		17,010 19.8		17,440 20.3		21,990 25.6		24.4*		25.1*		26.6*		26.1*			
	SHARE OF AUDIENCE %		29		29		38		35 *		36 *		41 *		43 *			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		26,030 30.3		14,090 16.4		NBC MONDAY NIGHT MOVIES ANNIE (SD)											
	NBC TV		HARDCASTLE & MCCORMICK (SD)		ABC MONDAY NIGHT MOVIE THE CHILDREN OF TIMES SQUARE (SD)													
	AVERAGE AUDIENCE (Households (000) & %)		16,580 19.3		10,220 11.9													
	SHARE OF AUDIENCE %		28		19													
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		12,110 14.1		18,120 21.1		ABC MONDAY NIGHT MOVIE THE CHILDREN OF TIMES SQUARE (SD)											
	ABC TV		HARDCASTLE & MCCORMICK (SD)		ABC MONDAY NIGHT MOVIE THE CHILDREN OF TIMES SQUARE (SD)													
	AVERAGE AUDIENCE (Households (000) & %)		9,620 11.2		10,740 12.5													
	SHARE OF AUDIENCE %		17		20													
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		17,350 20.2		20,010 23.3		SCARECROW & MRS. KING (SUB-SD)											
	CBS TV		KATE & ALLIE		NEWHART (SD)		CAGNEY & LACEY											
	AVERAGE AUDIENCE (Households (000) & %)		14,260 16.6		17,870 20.8		16,840 19.6		12,280 14.3		14.9*		13.7*					
	SHARE OF AUDIENCE %		25		30		29		24 *		24 *		24 *					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		19,840 23.1		20,700 24.1		NBC MONDAY NIGHT MOVIES DIARY OF A PERFECT MURDER (9:00-10:56PM)											
	NBC TV		YOU AGAIN ?		VALERIE (SD)													
	AVERAGE AUDIENCE (Households (000) & %)		17,270 20.1		18,300 21.3		17,950 20.9		20.4*		21.1*		21.3*		20.6*			
	SHARE OF AUDIENCE %		30		31		33		30 *		31 *		34 *		36 *			

TV HOUSEHOLDS USING TV	WK. 1	67.4	61.8	64.6	66.6	68.2	69.4	70.2	71.3	70.5	70.6	70.4	69.5	66.2	64.3	62.4	60.4
(See Def. 1)	WK. 2	60.7	61.5	61.4	64.4	65.7	66.5	67.8	68.6	67.8	68.5	67.7	66.9	63.6	61.4	59.3	56.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. MAR. 3, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.25, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		18,900 22.0	17,780 20.7	21,730 25.3	ABC MOVIE SPECIAL-TUE CROSSINGS, PART 3 (SD)						
	ABC TV	{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		36,250 42.2	GRAMMY AWARDS (8:00-11:30PM) (SD)(DP)								
	CBS TV	{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		16,580 19.3	A TEAM (SD)		17,270 20.1	RIPTIDE					
	NBC TV	{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		20,870 24.3	WHO'S THE BOSS? 23.4		23,190 27.0	MOONLIGHTING (R)(SD)		SPENSER, FOR HIRE			
	ABC TV	{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		7,900 9.2	TRAPPER JOHN, M.D. (SD)		18,730 21.8	CBS TUESDAY NIGHT MOVIES A DEADLY BUSINESS (SD)					
	CBS TV	{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		17,520 20.4	A TEAM (SD)		20,190 23.5	STINGRAY SPECIAL (R)(SD)					
	NBC TV	{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{	

TV HOUSEHOLDS USING TV WK. 1	60.0	62.0	61.8	63.2	65.5	67.2	68.1	68.5	67.9	67.5	66.9	66.2	63.8	61.7	60.4	57.3
(See Def. 1) WK. 2	56.9	59.0	60.1	63.2	63.6	65.3	65.7	66.0	65.1	63.6	63.2	63.1	60.2	57.5	54.9	52.1

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. MAR.4, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. FEB 26, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		{				10,050 11.7		22,160 25.8				19,410 22.6						
ABC TV		{				PERGAN'S ADD/ DEM. RESP. (8:00-8:38PM) (SUS)(-OP)		ANALYSIS ABC (SD)(OP)		DYNASTY (SD)		HOTEL						
AVERAGE AUDIENCE (Households (000) & %)		{				9,110 10.6		17,010 19.8		18.0*		15,890 18.5		18.6*				
SHARE OF AUDIENCE %		{				17		30		27 *		33 *		33 *				
AVG. AUD. BY ¼ HR.		{				10.1		10.9		17.1		21.6		18.3				
TOTAL AUDIENCE (Households (000) & %)		{				11,340 13.2		14,600 17.0				14,170 16.5						
CBS TV		{				REAGAN ADDRESS- CBS (8:00-8:23PM)(SUS) (SUS-SD)(-OP)		FOLEY SQUARE (8:35-9:05PM) (SUS-SD)(OP) (-OP)		CRAZY LIKE A FOX (9:05-10:05PM) (SD)(OP)(-OP)		EQUALIZER (10:05-11:05PM) (R)(OP)(-OP)						
AVERAGE AUDIENCE (Households (000) & %)		{				9,110 10.6		10,050 11.7		10.0*		9,710 11.3		11.5*				
SHARE OF AUDIENCE %		{				16		18		15 *		20		21 *				
AVG. AUD. BY ¼ HR.		{				9.9		10.9		10.1		11.2		11.8				
TOTAL AUDIENCE (Households (000) & %)		{				21,990 25.6		17,350 20.2				15,380 17.9						
NBC TV		{				REAGAN ADDRESS- NBC (8:00-8:25PM)(SUS) (SUS-SD)(-OP)		HIGHWAY TO HEAVEN (8:35-9:35PM) (SD)(OP)(-OP)		BLACKE'S MAGIC (9:35-10:35PM) (SD)(OP)(-OP)		ST. ELSEWHERE (10:35-11:35PM) (OP)(-OP)						
AVERAGE AUDIENCE (Households (000) & %)		{				17,090 19.9		12,280 14.3		13.3*		11,850 15.2*		13.8				
SHARE OF AUDIENCE %		{				30		31 *		20 *		25 *		23 *				
AVG. AUD. BY ¼ HR.		{				17.0		21.6		13.0		15.1		13.5				
TOTAL AUDIENCE (Households (000) & %)		{				15,290 17.8		21,900 25.5				18,550 21.6						
ABC TV		{				MACGYVER (R)(SD)		DYNASTY (SD)				HOTEL						
AVERAGE AUDIENCE (Households (000) & %)		{				10,820 12.6		18,810 21.9		22.4*		15,810 18.4		18.2*				
SHARE OF AUDIENCE %		{				19		33		34 *		31		31 *				
AVG. AUD. BY ¼ HR.		{				11.8		20.9		22.4		18.7		18.0				
TOTAL AUDIENCE (Households (000) & %)		{				12,800 14.9		11,340 13.2				15,290 17.8						
CBS TV		{				FAST TIMES		TOUGH COOKIES (SUS-SD)		CRAZY LIKE A FOX (SD)		EQUALIZER						
AVERAGE AUDIENCE (Households (000) & %)		{				10,740 12.5		9,880 11.5		9,530 11.1		12,200 14.2		14.5*				
SHARE OF AUDIENCE %		{				20		18		16 *		24		25 *				
AVG. AUD. BY ¼ HR.		{				12.5		11.5		11.1		13.5		14.6				
TOTAL AUDIENCE (Households (000) & %)		{				21,990 25.6		16,240 18.9				15,200 17.7						
NBC TV		{				HIGHWAY TO HEAVEN (SD)		BLACKE'S MAGIC				ST. ELSEWHERE						
AVERAGE AUDIENCE (Households (000) & %)		{				18,120 21.1		13,140 15.3		15.3*		12,110 14.1		14.1*				
SHARE OF AUDIENCE %		{				33		23		23 *		24		24 *				
AVG. AUD. BY ¼ HR.		{				19.5		15.2		15.2		14.4		14.2				
TV HOUSEHOLDS USING TV (See Def 1)		WK. 1	58.6	60.6	62.2	63.1	63.8	65.0	65.8	66.9	67.5	67.6	66.5	65.3	61.9	59.6	56.6	54.6
		WK. 2	58.7	60.2	61.5	62.3	63.2	64.6	65.3	65.9	65.6	67.0	67.0	66.6	62.1	60.6	59.3	57.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. WED. MAR. 5, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.27, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		9,620 11.2		18,380 21.4		19,500 22.7		20/20	
ABC TV		RIPLEY'S BELIEVE IT NOT (R)		DYNASTY II: COLBYS (SD)					
AVERAGE AUDIENCE (Households (000) & %)		6,010 7.0		15,120 17.6		14,600 17.0		16.0*	
SHARE OF AUDIENCE %		10		26		29		28 *	
AVG. AUD. BY ¼ HR. %		6.0		15.9		18.2		16.6	
TOTAL AUDIENCE (Households (000) & %)		14,520 16.9		19,160 22.3		SPECIAL MOVIE PRSNT-THU KOJAK: THE BELARUS FILE (R)(SD)			
CBS TV		MAGNUM, P.I. (R)(SD)							
AVERAGE AUDIENCE (Households (000) & %)		10,570 12.3		10,050 11.7		13.3*		12.5*	
SHARE OF AUDIENCE %		18		19		22 *		22 *	
AVG. AUD. BY ¼ HR. %		12.2		10.9		13.6		12.6	
TOTAL AUDIENCE (Households (000) & %)		36,510 42.5		32,560 37.9		25,170 29.3		20,270 23.6	
NBC TV		BILL COSBY SHOW		YOU AGAIN? THURSDAY (SD)		CHEERS		HILL STREET BLUES	
AVERAGE AUDIENCE (Households (000) & %)		33,500 39.0		29,810 34.7		22,510 26.2		16,060 18.7	
SHARE OF AUDIENCE %		56		51		39		32 *	
AVG. AUD. BY ¼ HR. %		37.7		35.3		26.3		19.4	

TOTAL AUDIENCE (Households (000) & %)		10,050 11.7		17,780 20.7		17,270 20.1		20/20	
ABC TV		RIPLEY'S BELIEVE IT NOT (R)		DYNASTY II: COLBYS (SD)					
AVERAGE AUDIENCE (Households (000) & %)		6,530 7.6		14,950 17.4		12,800 14.9		14.2*	
SHARE OF AUDIENCE %		11		26		24 *		24 *	
AVG. AUD. BY ¼ HR. %		6.9		16.4		17.1		14.7	
TOTAL AUDIENCE (Households (000) & %)		13,490 15.7		16,060 18.7		18,730 21.8		KNOTS LANDING	
CBS TV		MAGNUM, P.I. (R)(SD)		SIMON & SIMON (SD)					
AVERAGE AUDIENCE (Households (000) & %)		9,960 11.6		12,970 15.1		15,890 18.5		18.6*	
SHARE OF AUDIENCE %		17		22		30		31 *	
AVG. AUD. BY ¼ HR. %		10.8		14.1		15.6		18.5	
TOTAL AUDIENCE (Households (000) & %)		34,790 40.5		30,920 36.0		22,940 26.7		18,380 21.4	
NBC TV		BILL COSBY SHOW (R)		FAMILY TIES (SD)		CHEERS (R)		HILL STREET BLUES (SD)	
AVERAGE AUDIENCE (Households (000) & %)		31,700 36.9		28,690 33.4		20,190 23.5		14,860 17.3	
SHARE OF AUDIENCE %		54		48		34		28 *	
AVG. AUD. BY ¼ HR. %		35.7		33.9		24.0		17.7	

TV HOUSEHOLDS USING TV WK 1	56.9	61.4	63.1	65.6	68.6	70.0	68.2	68.1	67.7	67.7	66.9	66.1	62.6	59.8	57.6	55.2
(See Def. 1) WK 2	59.2	61.3	62.7	64.4	67.3	68.7	68.5	69.4	68.6	68.8	67.6	66.4	63.9	62.8	60.9	58.2

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. MAR.6, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE (Households (000) & %)		15,890 18.5		15,630 18.2		10,140 11.8		8,500 9.9		8,070 9.4		FALL GUY	
ABC TV		WEBSTER (R)		MR. BELVEDERE (R)(SD)		DIFF'RENT STROKES		HE'S THE MAYOR (SD)					
AVERAGE AUDIENCE (Households (000) & %)		13,660 15.9		13,740 16.0		8,590 10.0		7,650 8.9		5,840 6.8		6.6*	
SHARE OF AUDIENCE		28		27		17		15		12		11*	
AVG. AUD. BY ¼ HR.		15.2		16.5		9.8		10.3		9.0		6.8	
TOTAL AUDIENCE (Households (000) & %)		15,030 17.5		21,050 24.5		17,610 20.5							
CBS TV		TWILIGHT ZONE (R)(SUS-SD)		DALLAS (SD)		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		9,880 11.5		17,700 20.6		15,030 17.5		21.1*		17.7*		17.3*	
SHARE OF AUDIENCE		20		34		31		35*		30*		31*	
AVG. AUD. BY ¼ HR.		10.8		19.2		17.9		21.0		17.5		17.2	
TOTAL AUDIENCE (Households (000) & %)		18,300 21.3		20,790 24.2		MIAMI VICE							
NBC TV		KNIGHT RIDER (R)(SD)											
AVERAGE AUDIENCE (Households (000) & %)		10,140 11.8		16,490 19.2		19.2*		13.8*		19.2*		19.1*	
SHARE OF AUDIENCE		20		34		33*		23*		33*		34*	
AVG. AUD. BY ¼ HR.		10.2		12.4		14.0		19.2		19.2		19.0	

TOTAL AUDIENCE (Households (000) & %)		15,120 17.6		14,000 16.3		10,740 12.5		8,680 10.1		7,990 9.3			
ABC TV		WEBSTER		MR. BELVEDERE (SD)		DIFF'RENT STROKES		HE'S THE MAYOR (SD)		FALL GUY			
AVERAGE AUDIENCE (Households (000) & %)		12,970 15.1		12,710 14.8		9,620 11.2		7,650 8.9		6,010 7.0		6.9*	
SHARE OF AUDIENCE		25		23		18		14		11		11 *	
AVG. AUD. BY ¼ HR.		14.5		15.0		11.3		8.9		6.7		7.0	
TOTAL AUDIENCE (Households (000) & %)		15,380 17.9		20,960 24.4		16,660 19.4							
CBS TV		TWILIGHT ZONE (SUS-SD)		DALLAS (SD)		FALCON CREST							
AVERAGE AUDIENCE (Households (000) & %)		11,250 13.1		17,870 20.8		14,430 16.8		21.5*		17.3*		16.4*	
SHARE OF AUDIENCE		21		33		27		34 *		27 *		27 *	
AVG. AUD. BY ¼ HR.		11.9		19.5		17.5		21.3		17.1		15.8	
TOTAL AUDIENCE (Households (000) & %)		13,570 15.8		15,550 18.1		22,680 26.4							
NBC TV		RIPTIDE (SD)		KNIGHT RIDER		MIAMI VICE							
AVERAGE AUDIENCE (Households (000) & %)		10,050 11.7		11,600 13.5		18,380 21.4		12.4*		14.5*		21.3*	
SHARE OF AUDIENCE		19		21		35		19 *		23 *		36 *	
AVG. AUD. BY ¼ HR.		12.1		12.3		21.1		12.5		21.7		21.0	

TV HOUSEHOLDS USING TV	WK 1	54.0	55.1	56.8	56.9	56.2	57.3	58.1	59.7	60.4	60.9	60.5	59.7	58.3	58.1	56.8	55.8
(See Def. 1)	WK 2	55.8	57.0	58.2	59.0	61.0	62.3	62.8	64.1	64.0	63.9	63.8	64.4	63.6	62.6	61.1	58.7

U.S. TV Households. 85,900,000

For explanation of symbols, See page A

EVE.FRI. MAR.7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT MAR 1 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,390 12.1		8,760 10.2		10,820 12.6				12,970 15.1								
	ABC TV						REDD FOXX SHOW		BENSON (R)(SD)				FORTUNE DANE (SD)					LOVE BOAT					
	AVERAGE AUDIENCE (Households (000) & %)	{					8,760 10.2		7,730 9.0		7,990 9.3	8.7*		9.9*	10,140 11.8	11.5*						12.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					18 10.2		15 10.1	8.8	9.3	16 8.9	15* 8.5	17* 9.7	22 10.2	21* 10.9			12.2	12.1		11.9	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					11,770 13.7				15,720 18.3												
	CBS TV								AIRWOLF (R)(SD)						CBS SATURDAY NIGHT MOVIE BETRAYED BY INNOCENCE (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{					8,850 10.3				9,280 10.8	9.1*		10.7*		11.4*						11.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					18 9.4	9.7* 10.0		11.0* 10.9	18* 11.0	19 9.4	15* 8.8	18* 10.7	20* 10.7	22* 11.5	21* 11.2			11.7		22* 12.1	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					16,320 19.0		18,300 21.3		23,880 27.8		16,580 19.3		16,060 18.7								
	NBC TV						FACTS OF LIFE		VALERIE-SATURDAY (SD)		GOLDEN GIRLS		ALFRED HITCHCOCK-SATURDAY		REMINGTON STEELE								
	AVERAGE AUDIENCE (Households (000) & %)	{					14,000 16.3		17,090 19.9		21,300 24.8		14,600 17.0		12,110 14.1	14.2*						14.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					28 15.3	17.3	33 19.4	20.5	41 24.1	25.5	29 17.7	16.4	26 14.4	25* 14.0			14.1		26* 14.0		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,310 12.0				9,960 11.6				13,310 15.5								
	ABC TV								BENSON (R)(SD)				FORTUNE DANE (SD)					LOVE BOAT					
	AVERAGE AUDIENCE (Households (000) & %)	{					7,300 8.5				7,470 8.7	8.5*		8.9*	9,960 11.6	11.3*						12.0*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					15 7.8	14* 8.0		9.0* 9.0	15* 8.4	14* 8.6	15* 8.8	15* 9.0	20 10.8	20* 11.8			12.0		21* 12.0		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,140 15.3				13,740 16.0												
	CBS TV								AIRWOLF (R)(SD)						CBS SATURDAY NIGHT MOVIE CLASSIFIED LOVE (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{					9,710 11.3	10.9*		11.8* 20	8,330 9.7	8.9* 15		9.5* 16		10.1* 18						10.3* 18	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					20 10.4	19* 11.3		20* 11.7	17 9.2	15* 8.7		16* 9.4	20 10.2	20* 10.0			10.1		18* 10.4		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,060 18.7		15,460 18.0		20,870 24.3		17,870 20.8		18,550 21.6								
	NBC TV						GIMME A BREAK (R)		FACTS OF LIFE (R)(SD)		GOLDEN GIRLS		227 (SD)		REMINGTON STEELE								
	AVERAGE AUDIENCE (Households (000) & %)	{					13,490 15.7		14,090 16.4		19,160 22.3		16,320 19.0		13,740 16.0	15.4*						16.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					28 15.1	16.2	28 15.7	17.1	37 21.7	22.8	32 19.1	18.9	28 15.2	27* 15.7			16.6		29* 16.6		
TV HOUSEHOLDS USING TV		WK. 1	51.6	53.6	55.1	56.5	57.0	58.6	59.5	59.8	59.9	60.0	58.2	57.9	56.1	55.6	54.3	53.3					
(See Def. 1)		WK. 2	50.7	52.3	53.5	54.7	56.3	57.4	57.8	58.8	60.0	60.3	59.2	59.1	57.5	57.6	57.6	56.5					

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. MAR.8, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE { 3,950
(Households (000) & %) { 4.6

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE { 3,780
(Households (000) & %) { 4.4

SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 4.4

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,660
15.9

SAT NIGHT'S MAIN EVENT 4
(11:30-12:53AM)
(SUSTAINING 12:53-1:00AM)

8,680					
10.1	11.0*		10.4*		8.7*
30	28 *		31 *		31 *
11.3	10.7	10.9	9.9	8.7	8.7

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

3,260
3.8
ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %) {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %) {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %) {

SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

9,020
10.5

SATURDAY NIGHT
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

4,380					
5.1	6.7*		4.5*		3.6*
16	18 *		15 *		14 *
7.2	6.2	4.7	4.3	3.7	3.5

TV HOUSEHOLDS USING TV	WK. 1	49.5	46.5	41.4	38.0	35.2	32.1	28.6	26.2	22.5	20.8	17.9	15.9	13.6	12.5	11.2	10.2
(See Def. 1)	WK. 2	51.5	45.9	39.7	36.3	32.6	29.2	25.5	23.5	21.1	19.4	16.6	14.1	12.6	11.6	10.4	9.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

EVE.SAT. MAR.8, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45 3:00 3:15 3:30 3:45 4:00 4:15 4:30 4:45 5:00 5:15 5:30 5:45 6:00 6:15 6:30 6:45 7:00

W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 17,350 20.2												{ 14,170 16.5																													
	ABC TV		DISNEY SUNDAY MOVIE THE UNDERGRADS (SD)												ABC SUNDAY NIGHT MOVIE ACCEPTABLE RISKS (SD)																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,390 12.1 10.3* 11.9* 12.4* 13.8* 8,330 18 17* 18* 18* 20* 9.7 10.0* 9.5* 9.5* 9.8* 10.1 10.6 11.5 12.2 12.4 12.4 14.2 13.4 10.5 9.5 9.7 9.4 9.6 9.4 9.5 10.0																																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 12.1 10.3* 11.9* 12.4* 13.8* 8,330 18 17* 18* 18* 20* 9.7 10.0* 9.5* 9.5* 9.8* 10.1 10.6 11.5 12.2 12.4 12.4 14.2 13.4 10.5 9.5 9.7 9.4 9.6 9.4 9.5 10.0																																									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 26,460 30.8												{ 25,000 29.1																													
	CBS TV		60 MINUTES												MURDER, SHE WROTE (R)(SD)														CBS SUNDAY NIGHT MOVIE OUTRAGE (SD)															
	AVERAGE AUDIENCE (Households (000) & %)		{ 21,130 24.6 23.1* 26.1* 20,360 24.6 23.1* 26.1* 20,360 24.6 23.1* 26.1* 20,360																																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 24.6 23.1* 26.1* 20,360 24.6 23.1* 26.1* 20,360 24.6 23.1* 26.1* 20,360																																									
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		{ 10,480 12.2												{ 25,430 29.6																													
	NBC TV		PUNKY BREWSTER SILVER SPOONS												FAMILY TIES SPECIAL (SD)														NBC SUNDAY NIGHT MOVIE 48 HRS. (R)(SD)															
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,590 10.0 11.4 13.4 15.6 12,370 10.0 11.4 13.4 15.6 12,370 10.0 11.4 13.4 15.6 12,370																																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 10.0 11.4 13.4 15.6 12,370 10.0 11.4 13.4 15.6 12,370 10.0 11.4 13.4 15.6 12,370																																									

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 21,050 24.5												{ 25,080 29.2																													
	ABC TV		DISNEY SUNDAY MOVIE THE RICHEST CAT IN THE WORLD (SD)												ABC SUNDAY NIGHT MOVIE LIVE AND LET DIE (9:00-11:17PM) (R)(SD)																													
	AVERAGE AUDIENCE (Households (000) & %)		{ 12,370 14.4 12.7* 14.4* 15.0* 15.5* 15,030 14.4 12.7* 14.4* 15.0* 15.5* 15,030 14.4 12.7* 14.4* 15.0* 15.5* 15,030																																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 12.2 13.2 14.2 14.6 15.0 15.0 15.9 15.0 17.4 18.2 18.2 17.5 17.3 17.3 17.2 17.2																																									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 26,460 30.8												{ 23,450 27.3																													
	CBS TV		60 MINUTES												MURDER, SHE WROTE (SD)														CBS SUNDAY NIGHT MOVIE BLIND JUSTICE (SD)															
	AVERAGE AUDIENCE (Households (000) & %)		{ 20,010 23.3 22.1* 24.5* 26.4 25.7* 27.2* 16,490 23.3 22.1* 24.5* 26.4 25.7* 27.2* 16,490 23.3 22.1* 24.5* 26.4 25.7* 27.2* 16,490																																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 21.3 22.8 24.2 24.7 25.0 26.4 27.2 27.2 19.4 18.3 18.7 18.9 19.6 19.4 19.7 19.7																																									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 10,220 11.9												{ 22,080 25.7																													
	NBC TV		PUNKY BREWSTER SILVER SPOONS (R)												AMAZING STORIES ALFRED HITCHCOCK PRESENTS (SD)														NBC SUNDAY NIGHT MOVIE DRESS GRAY, PART 1															
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,420 9.8 10.4 11.7 11.5 9,880 9.8 10.4 11.7 11.5 9,880 9.8 10.4 11.7 11.5 9,880																																									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{ 9.1 10.5 10.0 10.9 11.6 11.8 10.5 12.5 17.0 18.1 18.4 18.3 17.9 17.8 18.2 17.8																																									

TV HOUSEHOLDS USING TV WK. 1	60.1	62.6	64.7	66.0	66.4	67.9	68.9	69.4	67.4	67.1	66.0	65.1	63.9	63.2	61.8	59.3
(See Def. 1) WK. 2	59.9	62.1	63.9	64.8	65.6	67.6	68.9	69.9	68.7	69.1	68.9	68.0	66.6	64.4	63.3	61.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. MAR.9, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 3,520
(Households (000) & %) { 4.1

ABC TVABC
WEEKEND
REPORT-

AVERAGE AUDIENCE { 3,260
(Households (000) & %) { 3.8
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 3.8

W

TOTAL AUDIENCE { 5,240
(Households (000) & %) { 6.1

CBS TVCBS
SUNDAY
NEWS-
050000

AVERAGE AUDIENCE { 5,070
(Households (000) & %) { 5.9
SHARE OF AUDIENCE % 12
AVG. AUD. BY ¼ HR. % 5.9

E

E

K

I

TOTAL AUDIENCE { 1,630
(Households (000) & %) { 1.9

NBC TV9
MICHAELS
SPORTS
VIT

AVERAGE AUDIENCE { 1,460
(Households (000) & %) { 1.7
SHARE OF AUDIENCE % 6
AVG. AUD. BY ¼ HR. % 1.7

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TVABC SUNDAY
NIGHT MOVIE
LIVE AND LET DIE
(9:00-11:37PM)2,830
3.3
ABC WEEKEND
REPORT-SUN.
(12:02-12:17AM)

AVERAGE AUDIENCE {
(Households (000) & %) { 17.3*
SHARE OF AUDIENCE % 32*
AVG. AUD. BY ¼ HR. % 17.4 16.9

W

TOTAL AUDIENCE { 4,640
(Households (000) & %) { 5.4

CBS TVCBS
SUNDAY
NEWS-
050000

AVERAGE AUDIENCE { 4,550
(Households (000) & %) { 5.3
SHARE OF AUDIENCE % 10
AVG. AUD. BY ¼ HR. % 5.3

E

E

K

2

TOTAL AUDIENCE { 1,290
(Households (000) & %) { 1.5

NBC TV9
MICHAELS
SPORTS
MACHINE

AVERAGE AUDIENCE { 1,290
(Households (000) & %) { 1.5
SHARE OF AUDIENCE % 4
AVG. AUD. BY ¼ HR. % 1.5

TV HOUSEHOLDS USING TV WK. 1	50.7	43.7	34.8	29.9	25.5	23.1	19.7	16.9	14.8	12.9	11.3	10.2	8.6	8.0	7.0	6.5
(See Def. 1) WK. 2	54.1	47.5	37.3	32.3	27.2	24.1	20.3	18.0	15.8	14.2	11.8	10.4	8.8	7.6	6.7	6.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. MAR.9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 24-28, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,010 7.0				{ 5,840 6.8												
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PMTHF) (OP)				(SUS) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,640 5.4				{ 5,070 5.9												
	SHARE OF AUDIENCE %	{ 23				{ 24												
WEEK 2	AVG. AUD. BY ¼ HR. %	{ 5.4				{ 5.9				{ 5.8								
	TOTAL AUDIENCE (Households (000) & %)	{ 3,520 4.1				{ 3,610 4.2				{ 5,240 6.1				{ 4,720 5.5				
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				NEW CARD SHARKS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,660 3.1				{ 2,750 3.2				{ 4,470 5.2				{ 3,950 4.6				
WEEK 3	SHARE OF AUDIENCE %	{ 13				{ 13				{ 20				{ 19				
	AVG. AUD. BY ¼ HR. %	{ 3.1				{ 3.2				{ 4.9				{ 5.4				
	TOTAL AUDIENCE (Households (000) & %)	{ 6,440 7.5				{ 6,100 7.1				{ 3,950 4.6				{ 4,640 5.4				
	NBC TV	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PMTHF) (OP)				(SUS) (OP)				FAMILY TIES M-F (SUS) (OP)				
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 5,240 6.1				{ 5,150 6.0				{ 3,440 4.0				{ 4,040 4.7				
	SHARE OF AUDIENCE %	{ 26				{ 24				{ 16				{ 19				
	AVG. AUD. BY ¼ HR. %	{ 6.2				{ 6.0				{ 3.9				{ 4.0				
		{ 6.2				{ 5.8				{ 4.4				{ 4.9				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 6,010 7.0				{ 5,910 6.9												
	ABC TV	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,720 5.5				{ 4,900 5.7												
	SHARE OF AUDIENCE %	{ 25				{ 24												
WEEK 6	AVG. AUD. BY ¼ HR. %	{ 5.5				{ 5.6												
	TOTAL AUDIENCE (Households (000) & %)	{ 3,010 3.5				{ 3,610 4.2				{ 5,580 6.5				{ 4,640 5.4				
	CBS TV	CBS MORNING NEWS 1				CBS MORNING NEWS 2				\$25,000 PYRAMID				NEW CARD SHARKS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,320 2.7				{ 2,750 3.2				{ 4,720 5.5				{ 3,950 4.6				
WEEK 7	SHARE OF AUDIENCE %	{ 12				{ 13				{ 22				{ 19				
	AVG. AUD. BY ¼ HR. %	{ 2.7				{ 3.1				{ 5.3				{ 5.7				
	TOTAL AUDIENCE (Households (000) & %)	{ 5,840 6.8				{ 6,270 7.3				{ 4,720 5.5				{ 4,640 5.4				
	NBC TV	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F				SALE OF THE CENTURY				
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.6				{ 5,150 6.0				{ 3,950 4.6				{ 4,040 4.7				
	SHARE OF AUDIENCE %	{ 25				{ 25				{ 18				{ 19				
	AVG. AUD. BY ¼ HR. %	{ 5.6				{ 6.0				{ 4.5				{ 4.8				
		{ 5.6				{ 6.0				{ 4.6				{ 4.9				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	14.4	17.3	19.4	20.7	22.7	23.7	24.1	24.2	24.6	25.1	25.0	25.3	25.2	25.1	24.4	24.6
		WK. 2	14.2	16.7	18.8	20.3	22.1	23.5	23.7	23.9	24.1	24.5	24.4	24.7	24.8	25.1	24.2	24.3

TV HOUSEHOLDS USING TV WK. 1	14.4	17.3	19.4	20.7	22.7	23.7	24.1	24.2	24.6	25.1	25.0	25.3	25.2	25.1	24.4	24.6
(See Def. 1) WK. 2	14.2	16.7	18.8	20.4	22.1	23.5	23.7	23.9	24.1	24.5	24.4	24.7	24.8	25.1	24.2	24.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 3-7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB 24 28, 1986

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE (Households (000) & %)		{	2,060 2.4	2,920 3.4	3,090 3.6	4,380 5.1	9,280 10.8	8,680 10.1										
ABC TV			B. FORSYTH'S HOT STREAK	NEW LOVE AMERICAN STYLE	RYAN'S HOPE	LOVING	ALL MY CHILDREN			ONE LIFE TO LIVE (50)								
AVERAGE AUDIENCE (Households (000) & %)		{	1,720 2.0	2,410 2.8	2,750 3.2	3,950 4.6	7,220 8.4	6,610 7.7	7.4*	8.0*	8.9*	7.6	7.9	8.2*				
SHARE OF AUDIENCE %			8	10	11	15	26	25	28	25	24	26	26	26				
AVG. AUD. BY ¼ HR.		%	2.1	1.9	2.8	3.3	4.4	4.8	7.6	8.4	9.0	8.8	7.3	8.2				
TOTAL AUDIENCE (Households (000) & %)		{	7,220 8.4	8,680 10.1			9,360 10.9	7,040 8.2		4,900 5.7								
CBS TV			PRICE IS RIGHT 1 (MTWTF) (S)(OP)	PRICE IS RIGHT 2 (50)	YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL							
AVERAGE AUDIENCE (Households (000) & %)		{	6,180 7.2	7,650 8.9			7,130 8.3	8.4*	5,670 6.6	6.5*	4,380 5.1	6.7*	5.1	5.1				
SHARE OF AUDIENCE %			28	33			28	29	21	20	17	22	17	17				
AVG. AUD. BY ¼ HR.		%	6.8	7.7			8.5	8.4	6.5	6.4	6.7	6.6	5.1	5.1				
TOTAL AUDIENCE (Households (000) & %)		{	7,650 8.9	5,840 6.8	4,210 4.9	3,180 3.7	8,420 9.8	5,840 6.8		4,900 5.7								
NBC TV			WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES			ANOTHER WORLD (OP)(SD) (MTWTF)								
AVERAGE AUDIENCE (Households (000) & %)		{	6,440 7.5	5,240 6.1	3,610 4.2	2,660 3.1	6,870 8.0	7.9*	4,640 5.4	5.4*	5.3*	5.4*	5.3	5.4				
SHARE OF AUDIENCE %			29	23	14	10	25	25	18	18	17	18	17	17				
AVG. AUD. BY ¼ HR.		%	7.1	7.8	6.0	6.2	7.5	8.3	8.4	8.0	5.6	6.5	5.3	5.4				
TOTAL AUDIENCE (Households (000) & %)		{	1,890 2.2	2,580 3.0	3,180 3.7	4,120 4.8	8,390 10.0	6,100 7.1		4,900 5.7								
ABC TV			B. FORSYTH'S HOT STREAK	NEW LOVE AMERICAN STYLE	RYAN'S HOPE	LOVING	ALL MY CHILDREN			ONE LIFE TO LIVE (50)								
AVERAGE AUDIENCE (Households (000) & %)		{	1,550 1.8	2,150 2.5	2,660 3.1	3,690 4.3	6,790 7.9	7.4*	6,700 7.8	7.5*	8.2*	7.6	8.1	8.3				
SHARE OF AUDIENCE %			7	9	11	15	25	24	26	25	28	25	28	28				
AVG. AUD. BY ¼ HR.		%	1.7	1.9	2.4	2.6	4.2	4.4	7.1	7.7	8.4	8.3	7.2	8.3				
TOTAL AUDIENCE (Households (000) & %)		{	7,130 8.3	9,020 10.5			9,530 11.1	7,300 8.5		4,980 5.8								
CBS TV			PRICE IS RIGHT 1	PRICE IS RIGHT 2 (50)	YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL							
AVERAGE AUDIENCE (Households (000) & %)		{	6,100 7.1	7,900 9.2			7,470 8.7	8.6*	5,930 6.9	6.8*	4,470 5.2	6.9*	5.2	5.1				
SHARE OF AUDIENCE %			28	35			30	30	22	22	18	23	18	18				
AVG. AUD. BY ¼ HR.		%	6.7	7.5			8.7	8.6	6.9	6.8	7.0	6.8	5.2	5.1				
TOTAL AUDIENCE (Households (000) & %)		{	7,130 8.3	5,330 6.2	3,950 4.6	3,090 3.6	8,330 9.7	5,840 6.8		4,980 5.8								
NBC TV			WHEEL OF FORTUNE	SCRABBLE	SUPER PASSWORD	SEARCH FOR TOMORROW	DAYS OF OUR LIVES			ANOTHER WORLD (50)								
AVERAGE AUDIENCE (Households (000) & %)		{	6,180 7.2	4,720 5.5	3,350 3.9	2,580 3.0	6,790 7.9	7.7*	4,470 5.2	5.3*	5.1*	5.3*	5.2	5.1				
SHARE OF AUDIENCE %			29	21	13	10	25	25	17	18	17	18	17	17				
AVG. AUD. BY ¼ HR.		%	7.1	7.3	5.5	5.6	7.5	7.9	8.1	8.0	5.5	5.1	5.2	5.1				
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	25.1	24.4	24.6	24.7	29.2	30.3	30.1	30.6	31.4	32.4	32.2	31.6	30.4	30.6	30.1	30.7
		WK 2	24.8	24.1	24.3	24.1	29.0	29.8	29.8	30.2	31.0	31.4	31.4	31.3	30.3	30.4	29.4	29.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY MON.-FRI. MAR. 3-7, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,740 12.5												11,600 13.5			
	ABC TV		GENERAL HOSPITAL												ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{	8,500	9.9	9.7*		10.2*									9,960		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30	30	30 *		30 *									20	11.5	11.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,300 8.5												2,150 2.5			
	CBS TV		GUIDING LIGHT (50)(SUS-50)												PRESS YOUR LUCK			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,930	6.9	6.7*		7.2*				1,720					11,510		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21	21	21 *		21 *				6	2.0	2.1			23	13.1	13.6
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,150 6.0												12,460 14.5			
	NBC TV		SANTA BARBARA												NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,870	4.5	4.6*		4.6*									10,820		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13	13	14 *		13 *									22	12.4	12.8
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	10,310 12.0												11,170 13.0			
	ABC TV		GENERAL HOSPITAL												(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	8,250	9.6	9.5*		9.7*									9,710		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30	30	30 *		30 *									20	11.2	11.5
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,130 8.3												1,890 2.2			
	CBS TV		GUIDING LIGHT (50)(SUS-50)												PRESS YOUR LUCK		(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670	6.6	6.5*		6.7*				1,550					11,080		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21	21	21 *		20 *				5	1.6	1.8			23	12.7	13.0
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	4,810 5.6												12,370 14.4			
	NBC TV		SANTA BARBARA												(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	3,690	4.3	4.2*		4.4*									10,650		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13	13	13 *		13 *									22	12.1	12.7
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	WK. 2	31.8	33.0	34.1	35.6	35.4	37.0	38.4	40.3	41.7	44.1	46.4	48.5	51.6	54.1
					30.9	32.1	32.9	33.7	33.9	35.3	36.6	39.0	41.2	43.5	45.3	47.8	51.0	53.8
			U.S. TV Households: 85,900,000															

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				3,610 4.2	4,120 4.8			5,760 6.7	6,700 7.8	6,700 7.8	5,070 5.9				
	ABC TV	{				PINK PANTHER AND SONS (SD)	LITTLES			BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2	LAFF-A-LYMPICS	EWOKS				
	AVERAGE AUDIENCE (Households (000) & %)	{				3,010 3.5	3,260 3.8			4,810 5.6	5,760 6.7	5,760 6.7	4,120 4.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				19 3.2	16 3.8			21 5.2	22 6.5	21 6.9	15 5.0				4.7
K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,440 4.0	4,380 5.1			6,870 8.0		7,470 8.7					
	CBS TV	{				BERENSTAIN BEARS (SUS-SD)	WUZZLES (SUS-SD)			MUPPET BABIES & MONSTERS		ROCK N WRESTLING					
	AVERAGE AUDIENCE (Households (000) & %)	{				2,580 3.0	3,520 4.1			5,070 5.9	5.7*	6.1*	4,550 5.3				5.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				16 2.7	17 3.2			21 5.5	21* 5.9	20* 6.1	17 5.2				17* 5.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,210 4.9	6,100 7.1			7,470 8.7	7,990 9.3	9,020 10.5	7,220 8.4				
	NBC TV	{				SNORKS (SD)	GUMMI BEARS (SD)			SMURFS I	SMURFS II	SMURFS III (SD)	IT'S PUNKY BREWSTER				
	AVERAGE AUDIENCE (Households (000) & %)	{				3,350 3.9	4,810 5.6			6,270 7.3	6,700 7.8	7,470 8.7	6,360 7.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				21 3.4	23 4.4			27 7.0	26 7.5	27 8.0	23 7.6				7.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,610 4.2	3,520 4.1			6,100 7.1	6,180 7.2	5,430 6.9	5,170 6.7				
	ABC TV	{				PINK PANTHER AND SONS (SD)	LITTLES			BUGS BUNNY/ LOONEY TUNES-1	BUGS BUNNY/ LOONEY TUNES-2	LAFF-A-LYMPICS	EWOKS				
	AVERAGE AUDIENCE (Households (000) & %)	{				2,660 3.1	3,180 3.7			4,550 5.3	5,410 6.3	4,900 5.7	4,550 5.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				16 2.9	15 3.3			19 4.9	22 5.7	19 6.3	17 5.2				5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				4,720 5.5	5,330 6.2			8,070 9.4		6,610 7.7					
	CBS TV	{				BERENSTAIN BEARS (SUS-SD)	WUZZLES (SUS-SD)			MUPPET BABIES & MONSTERS		ROCK N WRESTLING					
	AVERAGE AUDIENCE (Households (000) & %)	{				3,690 4.3	4,300 5.0			5,840 6.8	7.0*	6.6*	4,210 4.9				5.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				22 4.0	21 4.7			24 6.6	25* 7.3	23* 6.4	16 4.4				17* 5.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				3,780 4.4	5,240 6.1			6,870 8.0	7,040 8.2	7,990 9.3	7,300 8.5				
	NBC TV	{				SNORKS (SD)	GUMMI BEARS (SD)			SMURFS I	SMURFS II	SMURFS III (SD)	IT'S PUNKY BREWSTER				
	AVERAGE AUDIENCE (Households (000) & %)	{				3,010 3.5	4,380 5.1			5,500 6.4	6,100 7.1	7,130 8.3	6,270 7.3				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{				18 3.2	21 3.8			23 5.9	24 6.8	28 7.1	24 7.1				7.4
TV HOUSEHOLDS USING TV WK 1		8.7	11.1	13.5	16.1	18.9	21.9	24.1	26.7	28.1	29.3	30.5	31.7	31.8	32.5	31.4	30.8
(See Def. 1) WK. 2		9.8	12.5	13.9	16.6	19.9	22.0	24.3	25.2	27.2	29.1	29.1	29.6	29.5	30.4	29.9	31.0

U.S. TV Households: 85,900,000

For explanation of symbols, See page A

DAY SAT. MAR. 8, 1986

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	10,910 12.7		11,000 12.8										8,680 10.1				
	ABC TV		PRO BOWLERS TOUR										ABC WIDE WORLD-SPORTS SAT		ABC WIDE WORLD-SPORTS SAT TONIGHT SAT				
	AVERAGE AUDIENCE (Households (000) & %)	{	6,100 7.1	6.5*	6.9*	7.8*	5,670 6.6	6.8*	6.5*	6.4*	7,300 8.5								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	21 6.5	19 *	20 *	22 *	17 6.7	18 *	17 *	15 *	17 8.7	8.4							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	8,420 9.8										8,930 10.4						
	CBS TV		CBS NCAA BASKETBALL-SAT BOSTON VS VILLANOVA NOTRE DAME VS MARQUETTE (2:00-4:04PM)(-OP)										CBS NCAA BASKETBALL-GW 2 ILLINOIS VS GEORGIA TECH (4:04-6:00PM)(OP)		CBS SAT. NEWS-SCHIEFFER				
	AVERAGE AUDIENCE (Households (000) & %)	{	2.9*	3.3*	4.2	3.5*	3,610 4.2	3.6*	4.3*	5.4*	7,300 8.5								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	9 *	10 *	12	10 *	10 *	10 *	12 *	14 *	17 8.2	8.8							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	6,870 8.0		5,330 6.2										7,900 9.2				
	NBC TV		NBC COLLEGE BSKBL 2 SAT DEPAUL VS UCLA LSU VS KENTUCKY (3:01-5:08PM)(OP)(-OP)										HONDA CLASSIC-SAT (5:08-6:00PM)(OP)		NBC NIGHTLY NEWS-SAT				
	AVERAGE AUDIENCE (Households (000) & %)	{	3,010 3.5	3.1*	3.2*	3.6*	3,610 4.2	4.0*	4.1*	4.2*	6,960 8.1								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 3.1	10 *	10 *	10 *	11 *	11 *	11 *	11 *	17 7.6	8.5							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	8,180 9.5		10,030 14.0										8,680 10.1				
	ABC TV		PRO BOWLERS TOUR										ABC WIDE WORLD-SPORTS SAT		ABC WIDE WORLD-SPORTS SAT TONIGHT-SAT				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,550 5.3	4.5*	5.3*	6.0*	5,670 6.6	6.1*	6.6*	7.1*	7,900 9.2								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 4.3	13 *	14 *	16 *	16	15 *	16 *	16 *	19 9.0	9.4							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	9,450 11.0										7,650 8.9						
	CBS TV		DONALD EASTERN OPEN-SAT. (2:00-4:00PM)										CBS NCAA BASKETBALL-SAT INDIANA VS MICHIGAN UCLA VS OREGON MULTI-SEGMENT TELECAST		CBS SAT. NEWS-SCHIEFFER				
	AVERAGE AUDIENCE (Households (000) & %)	{	2.6*	3.0*	4.040 4.7	4.4*	4.6*	5.1*	4.6*	6,270 7.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 *	8 *	12	12 *	12 *	13 *	11 *	15	6.7	7.8							
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	4,810 5.6										8,680 10.1						
	NBC TV		NBC COLLEGE BSKBL SAT KENTUCKY VS ALABAMA (2:30-4:37PM)(-OP)										WOMEN'S KEMPER OPEN-SAT (4:51-6:00PM)(OP)		NBC NIGHTLY NEWS-SAT				
	AVERAGE AUDIENCE (Households (000) & %)	{	3.4*	3.3*	3.0*	2,660 3.1	2.8*	3.6*	6,790 7.9										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 *	9 *	8 *	8	7 *	9 *	16	7.6	8.2								
TV HOUSEHOLDS USING TV			WK. 1	33.3	33.8	33.9	34.4	35.1	36.5	37.5	38.0	38.1	39.0	40.5	42.5	46.2	48.2	49.2	50.7
(See Def. 1)			WK. 2	34.8	36.6	37.6	37.7	38.1	38.4	39.0	40.3	41.3	42.4	43.2	43.1	45.3	46.7	47.8	49.6

U.S. TV Households: 83,900,000

For explanation of symbols, See page A.

DAY SAT. MAR. 8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 2, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
TV HOUSEHOLDS USING TV WK. 1		7.1	8.6	10.5	12.6	15.1	17.1	19.3	21.2	23.3	24.7	25.9	26.4	28.1	29.5	29.8	30.6
(See Def. 1) WK. 2		7.2	8.7	9.8	11.8	14.4	16.7	19.1	21.0	22.8	24.9	26.3	27.6	28.1	28.6	28.7	29.5

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. MAR. 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 2, 1986

NATIONAL TV AUDIENCE ESTIMATES																			
TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		5,840 6.8		← THIS WEEK-DAVID BRINKLEY →													
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,440 4.0		3.8*		4.3*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		13 3.9		12* 3.6		14* 4.2		4.4									
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		8,930 10.4		← CBS NCAA BASKETBALL-SUN (12:00-2:03PM)(-OP) → NBA ON CBS DETROIT VS BOSTON (2:03-4:18PM)(OP) →													
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,610 4.2		3.7*		4.8*		3.7*		4.7*		6.0		5.3*		5.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		13 3.4		12* 3.9		16* 4.9		12* 3.7		14* 5.2		16 5.3		15* 5.3		15* 5.5	
1	TOTAL AUDIENCE (Households (000) & %)	{		3,010 3.5		← MEET THE PRESS → NBC COLLEGE BSKBL SUN NORTH CAROLINA VS DUKE →													
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,230 2.6		2.9		4,640 5.4		5.2*		5.5*		5.1*		5.7*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		9 2.3		2.9		16 4.8		16* 5.7		16* 5.5		15* 5.2		16* 5.6		16* 5.7	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		4,900 5.7		← THIS WEEK-DAVID BRINKLEY →													
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{		3,180 3.7		3.9*		3.6*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		12 3.8		13* 3.9		12* 3.5											
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		4,640 5.4		← ROAD TO DALLAS → NBA ON CBS INDIANA VS PHILADELPHIA (1:00-3:30PM) →													
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,750 3.2		2.9*		3.4*		3,520 4.1		3.8*		4.3*		4.2*		4.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		11 2.7		10* 3.2		11* 3.5		11 3.8		12* 3.9		12* 4.0		12* 4.3		11* 4.0	
2	TOTAL AUDIENCE (Households (000) & %)	{		3,520 4.1		← MEET THE PRESS → NBC COLLEGE BSKBL SUN DUKE VS GEORGIA TECH (1:00-3:05PM)(-OP) →													
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{		2,410 2.8		2.9		4,210 4.9		4.2*		4.9*		4.8*		5.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		9 2.8		2.9		14 3.8		13* 4.6		14* 4.9		13* 4.8		14* 5.1		14* 5.4	
TV HOUSEHOLDS USING TV		WK. 1	23	29	32	31	31	31	31	32	32	33	34	35	35	36	36		
(See Def. 1)		WK. 2	23	29	32	31	31	31	31	32	32	33	34	35	35	36	36		

TV Households: 85,000,000

For explanation of symbols, See page 4

DAY SUN. MAR. 9, 1986

For explanation of symbols, See page A.

DAY SUN. MAR.9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45									6,700	7.8	6,700	7.8	11	7.8		
ABC ABC NEWSBRIEF-MON	1	9.58- 9.59PM	9.45	11,850	13.8	11,850	13.8	20	13.8			8,680	10.1	8,680	10.1	15	10.1		
	2	9.54- 9.55PM	9.45																
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45																
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE	2	9.33- 9.34PM	9.30									15,460	18.0	15,460	18.0	28	18.0		
	1	9.47- 9.48PM	9.45	12,710	14.8	12,710	14.8	22	14.8										
CBS GRAMMY AWARDS(S)	1	8.00-11.30PM	~GRID 11.00 11.15	36,250	42.2	17,440	20.3	32	16.3										
							15.4*	32*	14.5										
CBS AMERICAN PORTRAIT-TUE(B)	2	8.58- 8.59PM	8.45									6,360	7.4	6,360	7.4	11	7.4		
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED	1	8.57- 8.58PM	8.45	9,360	10.9	9,360	10.9	17	10.9			12,460	14.5	11,600	13.5	20	13.5		
	2	8.57- 8.59PM	8.45																
ABC ABC NEWSBRIEF-WED	1	9.57- 9.59PM	9.45	14,350	16.7	14,000	16.3	25	16.3			14,860	17.3	14,860	17.3	26	17.3		
	2	9.58- 9.59PM	9.45																
CBS OPPOSING VIEWS(SUS)	1	8.24- 8.33PM	8.15																
CBS RATHER WRAPUP 1(SUS)	1	8.23- 8.24PM	8.15																
CBS FOLEY SQUARE	1	8.35- 9.05PM	~GRID 9.00	11,340	13.2	9,110	10.6	16	11.0										
CBS RATHER WRAPUP 2(SUS)	1	8.33- 8.35PM	8.30																
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45																
	1	9.03- 9.04PM	9.00																
CBS CRAZY LIKE A FOX	1	9.05-10.05PM	~GRID 10.00	14,600	17.0	10,050	11.7	18	13.0										
CBS EQUALIZER	1	10.05-11.05PM	~GRID 11.00	14,170	16.5	9,710	11.3	20	11.9										
NBC DEMOCRATIC RESPONSE-NBC(SUS)	1	8.25- 8.35PM	8.15																
NBC HIGHWAY TO HEAVEN	1	8.35- 9.35PM	~GRID 9.30	21,990	25.6	17,090	19.9	30	18.5										
NBC BLACKE'S MAGIC	1	9.35-10.35PM	~GRID 10.30	17,350	20.2	12,280	14.3	22	13.9										
NBC ST. ELSEWHERE	1	10.35-11.35PM	~GRID 11.00 11.15 11.30	15,380	17.9	11,850	13.8	26	14.5 14.1 13.7										
							14.3*	29*											
EVENING THURSDAY																			
ABC ABC NEWSBRIEF-THU		9.58- 9.59PM	9.45	12,800	14.9	12,800	14.9	23	14.9			11,600	13.5	11,600	13.5	20	13.5		
CBS AMERICAN PORTRAIT	2	8.58- 8.59PM	8.45									10,910	12.7	10,910	12.7	18	12.7		
EVENING FRIDAY																			
ABC ABC BUSINESS BRIEF-FRI	1	8.40- 8.41PM	8.30	12,370	14.4	12,370	14.4	25	14.4			11,940	13.9	11,940	13.9	22	13.9		
	2	8.41- 8.42PM	8.30																

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING FRIDAY-CONT'D																	
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	6,180	7.2	6,180	7.2	12	7.2		6,100	7.1	6,100	7.1	11	7.1	
CBS AMERICAN PORTRAIT SUS.(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT-SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	6,530	7.6	6,530	7.6	13	7.6		6,100	7.1	5,500	6.4	11	6.4	
	2	8.57- 8.59PM	8.45														
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	7,730	9.0	7,730	9.0	16	9.0		6,790	7.9	6,790	7.9	13	7.9	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	7,900	9.2	7,900	9.2	15	9.2		8,420	9.8	8,420	9.8	17	9.8	
CBS NEWSBREAK-SAT.	1	9.53- 9.54PM	9.45	7,040	8.2	7,040	8.2	14	8.2		6,960	8.1	6,960	8.1	14	8.1	
	2	9.57- 9.58PM	9.45								11,600	13.5	11,600	13.5	23	13.5	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	12,970	15.1	12,970	15.1	25	15.1		9,960	11.6	9,960	11.6	20	11.6	
NBC NBC NEWS DIGEST-2-SAT.	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	8.20- 8.22PM	8.15	9,620	11.2	9,530	11.1	16	11.1		11,770	13.7	11,770	13.7	20	13.7	
	2	8.21- 8.22PM	8.15														
ABC ABC NEWSBRIEF-SUN.	1	9.58- 9.59PM	9.45	7,130	8.3	7,130	8.3	13	8.3		13,660	15.9	13,660	15.9	23	15.9	
	2	9.56- 9.57PM	9.45														
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	17,950	20.9	17,950	20.9	30	20.9		18,730	21.8	18,730	21.8	31	21.8	
CBS NEWSBREAK-SUN.	1	9.56- 9.57PM	9.45	13,740	16.0	13,740	16.0	25	16.0		12,370	14.4	12,370	14.4	21	14.4	
	2	9.49- 9.50PM	9.45														
NBC NBC NEWS DIGEST-SUN	1	8.28- 8.29PM	8.15	10,220	11.9	10,220	11.9	18	11.9		8,330	9.7	8,330	9.7	14	9.7	
	2	8.58- 8.59PM	8.45														
NBC NBC NEWS DIGEST-2-SUN.	1	9.55- 9.56PM	9.45	13,310	15.5	13,310	15.5	24	15.5								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE		>	11.30	7,220	8.4	5,670	6.6	19	7.3	M-F	6,610	7.7	5,240	6.1	18	6.8	M-F
			11.45				6.7*	19*	6.1	M-F				6.2*	18*	5.5	M-F
			12.00				5.2*	18*	5.2	MTWTF				4.1*	15*	4.3	MTUTH
ABC EYE ON HOLLYWOOD		>	12.00	1,550	1.8	1,200	1.4	6	1.6	M-F	1,720	2.0	1,460	1.7	8	1.8	M-F
			12.15						1.3	M-F						1.6	M-F
			12.30						1.2	MTUTHF						1.5	MTUTHF
CBS AMERICAN PORTRAIT	1	>	8.45	14,770	17.2	14,770	17.2	25	17.2	MTUTH	10,390	12.1	9,880	11.5	18	12.1	M-F
CBS NEWSBREAK-M-F		>	9.45	12,200	14.2	13,230	15.4	24	14.7	M-F							
			10.00						10.1	W							
			10.15						16.7	TU							
CBS CBS LATE NIGHT I		>	11.30	5,760	6.7	4,040	4.7	18	5.7	M-F	6,530	7.6	4,550	5.3	18	5.8	M-F
			11.45				5.5*	16*	4.9	MTWTF				5.5*	16*	5.3	M-F
			12.00						5.1	MTWTF						5.4	M-F
			12.15				5.0*	19*	4.9	MTWTF				5.2*	19*	5.1	M-F
			12.30						4.6	M-F				5.0*	23*	5.0	M-F
			12.45				4.1*	20*	3.7	M-F							
			1.00						3.4	TU & W							
			1.15				3.7*	23*	3.5	TU & W							
CONT'D																	

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				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS LATE NIGHT I-CONT'D			1.30				2.9*	20*	2.9	TUE.									
CBS DEBATE OVER DEFENSE(SUS)	1	11.36-11.57PM	11.30							WED.									
CBS CBS NEWS SPCL REPORT(SUS)	1	12.00-12.37AM	12.00							TUE.									
CBS CBS LATE NIGHT II		>	12.30	3,440	4.0	2,580	3.0	19	3.9	M-F	3,780	4.4	2,920	3.4	18	3.9	M-F		
			12.45				3.6*	18*	3.4	MTHF				3.6*	17*	3.5	M-F		
			1.00						3.1	MWTHF						3.2	M-F		
			1.15				3.0*	19*	2.8	MWTHF				3.2*	19*	3.1	M-F		
			1.30						2.6	TU & W									
			1.45				2.4*	19*	2.4	TU & W									
			2.00						1.9	TUE.									
			2.15				2.0*	19*	2.0	TUE.									
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,290	1.5	1,200	1.4	15	1.4	MTHSU	1,200	1.4	1,030	1.2	13	1.3	M-THSU		
			2.15						1.4	MTHSU						1.2	M-THSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	2.30	1,460	1.7	1,290	1.5	19	1.5	MWTHSU	1,630	1.9	1,460	1.7	22	1.8	M-THSU		
			2.45						1.5	MWTHSU						1.7	M-THSU		
CBS CBS NEWS NIGHTWATCH-3		>	3.00	1,890	2.2	1,030	1.2	23	1.5	M-THSU	2,060	2.4	1,120	1.3	25	1.6	M-THSU		
			3.15				1.5*	22*	1.4	M-THSU				1.5*	23*	1.4	M-THSU		
			3.30						1.4	M-THSU						1.4	M-THSU		
			3.45				1.4*	24*	1.4	M-THSU				1.4*	25*	1.4	M-THSU		
			4.00						1.3	M-THSU						1.3	M-THSU		
			4.15				1.3*	25*	1.2	M-THSU				1.3*	25*	1.3	M-THSU		
			4.30						1.1	M-THSU						1.2	M-THSU		
			4.45				1.1*	23*	1.1	M-THSU				1.2*	25*	1.3	M-THSU		
			5.00						1.0	M-THSU						1.2	M-THSU		
			5.15				1.0*	21*	1.1	M-THSU				1.2*	27*	1.1	M-THSU		
			5.30						1.1	M-THSU						1.1	M-THSU		
			5.45				1.1*	22*	1.1	M-THSU				1.1*	23*	1.1	M-THSU		
NBC NBC NEWS DIGEST-M-F		>	8.45	10,650	12.4	10,650	12.4	19	12.4	M-F	11,510	13.4	11,510	13.4	20	13.4	M-F		
			9.00						13.3	MON.									
			9.30						11.4	WED.									
NBC NBC NEWS DIGEST-2-M-F		>	9.45	8,590	10.0	8,590	10.0	16	10.3	MWF	10,480	12.2	10,480	12.2	19	13.4	TU&TH		
			10.00													10.9	TUE.		
			10.30						9.5	WED.									
NBC NBC NEWS SPCL RPT:MARCOS(SUS)	1	11.30-11.48PM	11.30						8.8	M-F	9,710	11.3	6,440	7.5	24	8.5	M-F		
NBC TONIGHT SHOW		>	11.30	9,960	11.6	6,010	7.0	24	7.7	MTUTHF				8.1*	23*	7.7	M-F		
			11.45				8.2*	23*	7.5	M-F						7.4	M-F		
			12.00						6.2	M-F				7.0*	25*	6.5	M-F		
			12.15				6.8*	25*	5.3	M & W									
			12.30						4.6	M & W									
			12.45				5.1*	24*	4.2	WED.									
			1.00																
NBC DAVID LETTERMAN I		>	12.30	4,040	4.7	3,260	3.8	21	4.5	M-TH	4,300	5.0	3,610	4.2	21	4.4	M-TH		
			12.45						3.9	MTUTH						3.9	M-TH		
			1.00						3.5	M & W									
			1.15						3.4	M & W									
CONT'D																			

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				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC DAVID LETTERMAN I-CONT'D			1.30						2.7	WED.							
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,440	7.5	3,010	3.5	17	5.1	FRI.	5,240	6.1	2,830	3.3	16	5.2	FRI.
			12.45				4.5*	18*	3.8	FRI.				4.6*	18*	3.9	FRI.
			1.00						3.5	FRI.						3.5	FRI.
			1.15				3.4*	17*	3.3	FRI.				3.2*	16*	3.0	FRI.
			1.30						2.9	FRI.						2.4	FRI.
			1.45				2.6*	17*	2.4	FRI.				2.1*	13*	1.8	FRI.
NBC DAVID LETTERMAN II		>	1.00	2,920	3.4	2,410	2.8	19	3.2	M-TH	3,260	3.8	2,750	3.2	21	3.4	M-TH
			1.15						2.7	MTUTH						3.0	M-TH
			1.30						2.6	M & W							
			1.45						2.3	M & W							
			2.00						2.1	WED.							
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,550	1.8	1,460	1.7	18	1.7	M-F	1,370	1.6	1,290	1.5	16	1.5	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,410	2.8	2,320	2.7	18	2.7	M-F	2,320	2.7	2,230	2.6	18	2.6	M-F
ABC GOOD MORN AMER-TUE-830(B)	1	8.42- 9.00AM	8.30	3,440	4.0	3,180	3.7	15	3.8	TUE.							
			8.45						3.6	TUE.							
ABC ABC SPECIAL REPORT-9:42A(SUS)	1	9.42-10.09AM	9.30							TUE.							
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,870	8.0	6,870	8.0	26	8.0	M-F	7,040	8.2	7,040	8.2	28	8.2	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								9,530	11.1	6,700	7.8	22	7.4	WED.
			4.15											7.4*	22*	7.5	WED.
			4.30													8.1	WED.
			4.45											8.2*	23*	8.3	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,720	2.0	1,200	1.4	13	1.3	M-F	1,550	1.8	1,200	1.4	14	1.3	M-F
			6.45						1.6	M-F						1.5	M-F
CBS AMERICA'S BAKE-OFF(S)	1	11.00-11.30AM	11.00	6,610	7.7	4,900	5.7	22	5.6	TUE.							
			11.15						5.8	TUE.							
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,100	7.1	5,930	6.9	25	6.9	M-F	6,700	7.8	6,530	7.6	28	7.6	M-F
CBS NEWSBREAK-3.44		>	3.30	5,580	6.5	5,580	6.5	19	6.6	M-F	5,500	6.4	5,500	6.4	20	6.4	M-F
			3.45						6.0	M-F							
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	5,330	6.2	5,330	6.2	18	6.2	MWF	4,900	5.7	4,900	5.7	17	5.7	MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							TUE.							THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							THU.							TUE.
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30								9,190	10.7	5,930	6.9	19	5.7	TUE.
			4.45											6.0*	17*	6.3	TUE.
			5.00													7.6	TUE.
			5.15											7.8*	20*	7.9	TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,920	3.4	2,060	2.4	17	1.7	M-F	3,010	3.5	2,060	2.4	18	1.8	M-F
			6.45						2.9	M-F						2.9	M-F
NBC TODAY SHOW-8.30AM(B)	1	8.44- 9.00AM	8.30	4,040	4.7	3,870	4.5	18	4.8	TUE.							
			8.45						4.5	TUE.							
NBC NBC NEWS SPCL REPORT(SUS)	1	9.44-10.12AM	9.30							TUE.							
NBC ANOTHER WORLD(B)	1	2.03- 2.18PM	2.00	4,040	4.7	4,040	4.7	15	4.7	WED.							
			2.15						4.6	WED.							

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DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,210	4.9	4,210	4.9	16	4.9	MMF		4,040	4.7	4,040	4.7	16	4.7	MMF	
NBC MAIN STREET 6(S)	2	4.00- 5.00PM	4.00 4.15 4.30 4.45									6,360	7.4	3,520	4.1 4.0*	11 12*	4.3 3.8 4.0 4.3	TUE. TUE. TUE. TUE.	
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	3,610	4.2	3,090	3.6	18	3.6			3,260	3.8	2,490	2.9	14	2.9		
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	5,070	5.9	4,120	4.8	16	4.8			4,380	5.1	3,690	4.3	14	4.3		
CBS IN THE NEWS- 8:26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8:56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11:26AM		11.26-11.29AM	11.15	4,550	5.3	4,120	4.8	15	4.8			4,720	5.5	4,300	5.0	16	5.0		
CBS IN THE NEWS-11:56AM		11.56-11.59AM	11.45	3,010	3.5	2,660	3.1	10	3.1			4,380	5.1	4,040	4.7	15	4.7		
CBS IN THE NEWS-12:56PM	1	12.56-12.59PM	12.45	2,660	3.1	2,490	2.9	9	2.9										
CBS CBS NCAA BASKETBALL-SAT	1	2.00- 4.04PM	-GRID 4.00	7,130	8.3	2,410	2.8	9											
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,470	5.2	4,210	4.9	24	4.9			4,470	5.2	4,380	5.1	25	5.1		
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	5,580	6.5	5,150	6.0	24	6.0			5,240	6.1	4,900	5.7	23	5.7		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	7,220	8.4	7,040	8.2	25	8.2			6,790	7.9	6,530	7.6	25	7.6		
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	6,180	7.2	5,840	6.8	21	6.8			6,530	7.6	6,270	7.3	24	7.3		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,580	6.5	5,330	6.2	20	6.2			5,670	6.6	5,410	6.3	20	6.3		
NBC NBC COLLEGE BSKBL SAT	1	1.00- 3.00PM	-GRID	7,990	9.3	3,350	3.9	12				8,330	9.7	2,750	3.2	9			
	2	2.30- 4.57PM	-GRID 3.00 4.45						3.1						3.5*	9*	3.4		
NBC NBC COLLEGE BSKBL 2 SAT	1	3.01- 5.06PM	-GRID 5.00	6,870	8.0	3,010	3.5 4.2*	10 12*	4.2										
DAY SUNDAY																			
CBS CBS NCAA BASKETBALL-SUN	1	12.00- 2.03PM	-GRID 2.00	8,930	10.4	3,610	4.2	13											
CBS NBA ON CBS	1	2.03- 4.18PM	-GRID 4.15	11,250	13.1	5,150	6.0 7.2*	16 19*	6.5										
CBS DORAL EASTERN OPEN-SUN.(S)	2	3.30- 5.32PM	-GRID 5.30									11,770	13.7	5,240	6.1	15		8.7	
NBC NBC COLLEGE BSKBL SUN	2	1.00- 3.05PM	-GRID 3.00									8,420	9.8	4,210	4.9	14		6.4	